



# Telling your story, growing new leaders, adding value to your campus

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MARCH 8, 2018



# Communications

## Telling our story

# Leadership

## Growing new leaders

**Communications**

Telling our story

**Leadership**

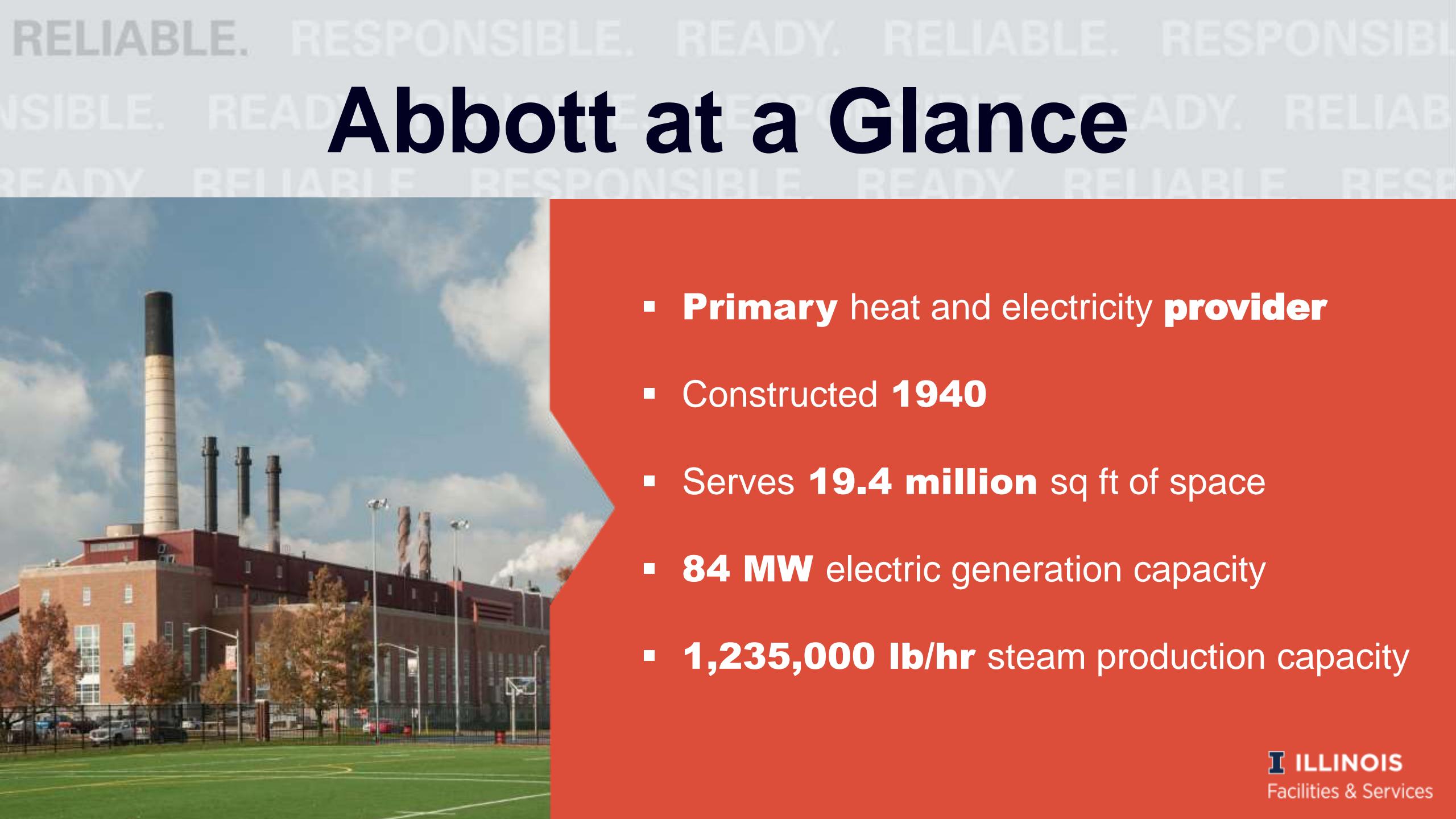
**Growing new leaders**

# I

# Illinois

## at a Glance

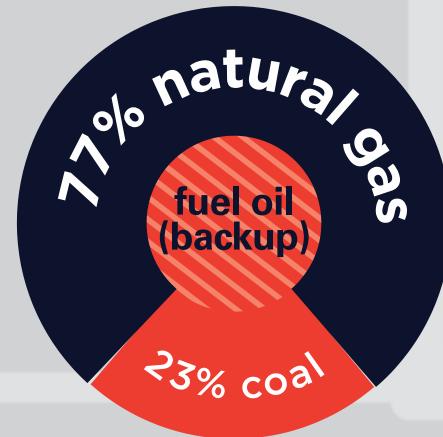
- 150th anniversary
- Big Ten school
- 44,000 students
- 11,000 faculty and staff
- Land grant institution



# Abbott at a Glance

- **Primary** heat and electricity **provider**
- Constructed **1940**
- Serves **19.4 million** sq ft of space
- **84 MW** electric generation capacity
- **1,235,000 lb/hr** steam production capacity

# Abbott and the Environment



**For reliability & cost-effectiveness**

**Progressive: first JBR in North America**

**Beats proposed EPA emission limits for CO<sub>2</sub> NOx Hg**

# Telling our story

## Step 1. Rebrand

### **Key audiences:**

customers-students,  
faculty, staff

### **Key message:**

Abbott is crucial part  
of future



ABBOTT POWER PLANT

Old Logo



Rebranded Logo

# Telling our story

## Step 2. Introduce rebranding

**75<sup>th</sup> anniversary  
open house**

**DISCOVER  
WHAT'S  
INSIDE**



# DISCOVER WHAT'S INSIDE



# DISCOVER WHAT'S INSIDE



# Telling our story

## Step 3. Survey engineering professors

- Two respondents had never heard of Abbott
- One-third didn't know where plant is located
- Majority didn't know how much of campus Abbott serves
- One-third hadn't heard positive or negative comments about Abbott

**“I have taken multiple mechanical engineering undergraduate student groups for tours at Abbott. I think this is a wonderful facility for the students to see and learn from.”**

# Telling our story

## Step 4. Review Vision and Mission

### **VISION**

To support the university's vision and Strategic Framework 2016-2026 by being the best-in-class, preferred energy provider for the University of Illinois at Urbana-Champaign, focused on energizing the future by being reliable, responsible, and always ready to serve.

### **MISSION**

To provide safe, environmentally responsible, reliable, cost-competitive energy – both steam and electricity – to buildings on the campus of the University of Illinois at Urbana-Champaign, satisfying the energy-related and related educational needs of Illinois students, faculty, researchers, and administrators.

# Telling our story

## Step 5. Adopt six key strategies

- Integrate consistent messaging in communications, actions
- Emphasize advanced technologies, responsible resource use
- Share operational, environmental achievements
- “Humanize” achievements, profiling people at plant
- Highlight sphere of influence
- Identify and focus on three key messages

# Telling our story

## Step 6. Embrace key message



# Telling our story

## Step 7. Getting the word out



Integrated Abbott  
into engineering  
courses



Staffed table at  
student orientation



Produced,  
distributed  
brochure

Expanded  
branding into  
safety program



197-foot  
stack will  
soon be  
removed

Shorter one for  
new boiler will  
take its place

By JULIE WURTH  
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CHAMPAIGN — The  
campus skyline is about  
to change, but not from  
another apartment high-  
rise.

One of the two concrete  
stacks that define Abbott  
Power Plant is being dis-  
mantled to make way for  
a new high-efficiency gas  
boiler system.

The 197-foot south stack  
will be taken down piece  
by piece in the coming  
weeks, with preparation

Worked with F&S  
to publicize

# Growing new leaders

## STRIVE



# Growing new leaders



# Growing new leaders

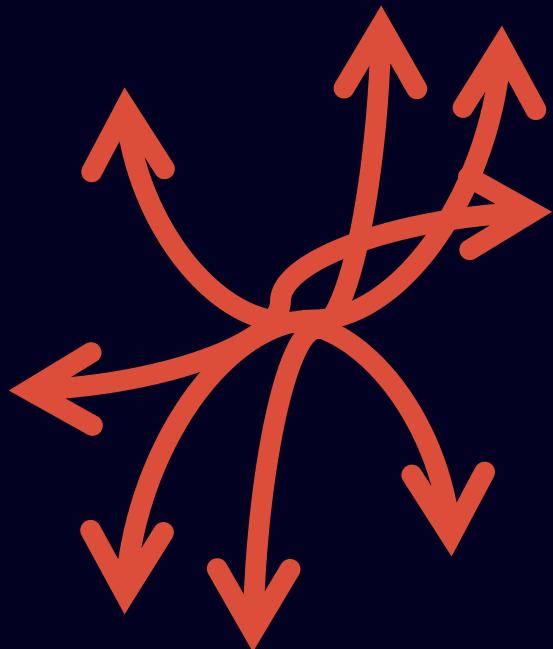


# Growing new leaders

## Leadership course content

- How to identify your management style
- How to embrace vision/mission, set direction
- How to manage change
- How to be a better coach
- How to feel, be more empowered
- How to get more results in less time
- How to shape an effective culture, improve quality of life

# Growing new leaders



**Lack of  
direction**

- Frequently reorganizing
- Spending money and time on technology upgrades
- Finger-pointing and blaming others
- Squabbling over budgets and responsibilities
- Focusing on status quo

# Growing new leaders

**Focus:** How to embrace vision/mission, set direction



# Growing new leaders

**Leadership  
is an  
action word.**

# Growing new leaders

## Leadership training feedback



“The course keeps the material at the forefront of one’s mind and helps us to make changes daily and weekly that improve our overall effectiveness and leadership skills.”



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