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

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Communications

Telling our story

Leadership
Growing new leaders
Communications
Telling our story

Leadership
Growing new leaders
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 \( \text{CO}_2 \) \( \text{NO}_x \) \( \text{Hg} \)
Telling our story
Step 1. Rebrand

**Key audiences:**
customers-students, faculty, staff

**Key message:**
Abbott is crucial part of future
75th anniversary open house

Telling our story
Step 2. Introduce rebranding

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.”
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

- Expanded branding into safety program
- Integrated Abbott into engineering courses
- Produced, distributed brochure
- Worked with F&S to publicize
- Staffed table at student orientation

197-foot stack will soon be removed

Shorter one for new boiler will take its place

By JULE MURTHY
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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 dismantled 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

IIllinois
Facilities & Services
Growing new leaders

STRIVE

SAFETY  TEAMWORK  RESPECT  INTEGRITY  VALUE  EXEMPLARY

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

Lack of direction
Growing new leaders

Focus: How to embrace vision/mission, set direction

LEADERSHIP
SOLUTION
GOALS
COMMUNICATION
DIRECTION
TEAMWORK
VISION
GUIDANCE
GOALS
SOLUTION
DIRECTION
COMMUNICATION
Leadership is an action word.
Growing new leaders

"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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