



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

MIKE LARSON

University of Illinois at Urbana-Champaign
Director of Utilities Production

MONICA WESTERLUND

Westerlund Communications Inc.

MARCH 8, 2018



Communications

Telling our story

Leadership

Growing new leaders

Communications

Telling our story

Leadership

Growing new leaders

I **Illinois** at a Glance

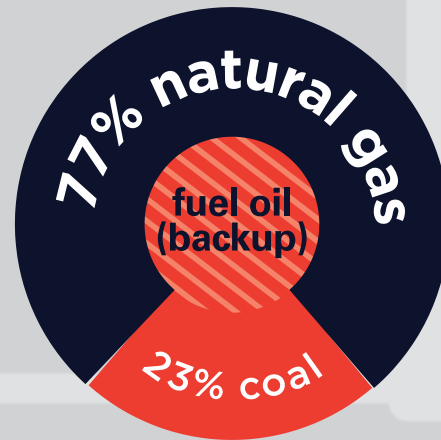
- **150th anniversary**
- **Big Ten school**
- **44,000 students**
- **11,000 faculty and staff**
- **Land grant institution**

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 CO₂ NOx Hg

Telling our story

Step 1. Rebrand

Key audiences:

customers-students,
faculty, staff

Key message:

Abbott is crucial part
of future



Old Logo



Rebranded Logo

Telling our story

Step 2. Introduce rebranding

**75th 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



Produced,
distributed
brochure



Expanded
branding into
safety program



Staffed table at
student orientation

197-foot
stack will
soon be
removed

Shorter one for
new boiler will
take its place

By JULIE WURTH
jwurth@news-gazette.com
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
already under way.

Worked with F&S
to publicize

Growing new leaders

STRIVE



Growing new leaders



Growing new leaders

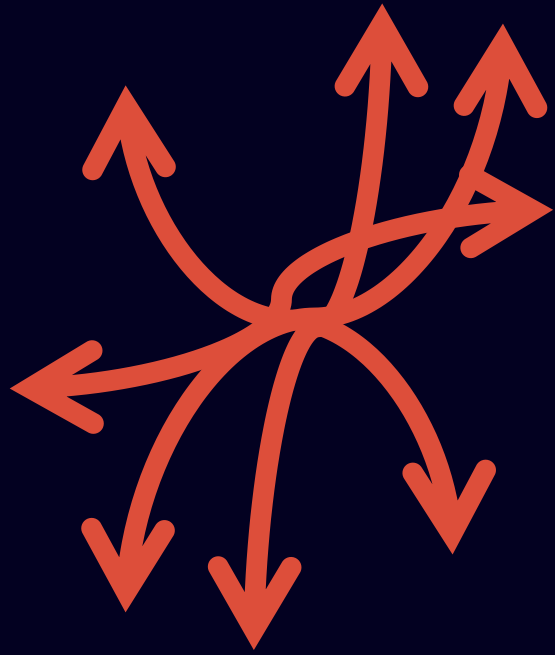


Growing new leaders

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.”



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

MIKE LARSON

Director of Utilities Production

University of Illinois at Urbana-Champaign

217.333.5139

mjlarsol@illinois.edu