

Employee Opinion Survey

Amanda Jenkins encourages TRL staff to complete the EOS, and reports on her progress thus far as EOA Co-ordinator.

Well, after all the publicity, you now have your Employee Opinion Survey in your hands.

To those who have already filled in the survey and returned it; I know you will have enjoyed your chocolate frog.

I'd like to encourage the rest of you to fill in the survey (and not just to get a chocolate frog). It's important to have as high a return rate as possible to most accurately reflect

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what's going on. It's difficult to interpret silence - does it reflect contentment?

Disillusionment? On the other hand, silence can be easy to interpret - you can see in it whatever you want to see.

Don't waste opportunities to speak.

Express yourself.

Fill out EOS '95.

I've now spoken to 22 sections and a number of individuals about current issues affecting the ways in which people can work at TRL. The next issue of FIFO will contain a report on the issues and what is being done to address some, and what could be done to tackle others. I'll be looking for feedback and your suggestions for the way ahead.

I can be reached on (03) 253 6741.

TRL Visit Results in \$2.5 Million Contract

Telstra has just won a \$2.5 million contract with the Sydney Futures Exchange as a direct result of their visit to TRL.

The Sydney Futures Exchange (SFE) came to visit the Labs as part of their 'Project One Million'. In this project the SFE forecasts that in five year's time they will need the ability to handle the processing of one million contracts a day. Currently they are able to handle about 300,000 contracts a day.

Their Account Executive let us know that they were particularly interested in what TRL had to say on workflows and imaging.

The work at the SFE had just been put up for tender - and a decision was imminent.

Karlene Matthews, Visits Co-ordinator in the Promotion & Communication section at TRL, looked through the comprehensive brief provided by the Account Executive. On the basis of this she decided that the visit by the SFE should include a meeting with our Human Communication Section. During their visit they also heard about component reliability, wireless data, ATM, network reliability, voice recognition, and interactive multimedia services.

The visit went very well. The SFE were very impressed by the standard of the presentations at TRL and especially by the Human Communication Section. David Bednall, the new Section Head of Human Communication went to the SFE to have a look at their business - how it runs, what they're looking to do. The rest is history.

The SFE told their Account Executive that Telstra had won the tender because of the work done by the Research Laboratories, and because of our Human Communication section.

The FIFO newsletter

FIFO is a fortnightly newsletter for all TRL staff. It is produced by the Promotion & Communication section at TRL. We welcome your feedback and contributions.

The editorial team consists of Tanya Waterson-Clark, Science Writer (03) 253 6704 and Amanda Jenkins, Employee Action Co-ordinator (03) 253 6741. Our offices are on 1/M8.



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Promoting Your Project

Andrew Speirs-Bridge talks about how to promote your TRL project.

I've been involved in the promotion of TINA within Telstra since December 1993. In that time, and with the help of my colleagues, the profile of TINA and the projects associated with it has been significantly increased within both Telstra and Australia. We are now in a position where TINA is appreciated and supported by senior executives such as Doug Campbell, Group Managing Director of Network and Technology. Doug gave an opening address at the, Telstra hosted, TINA'95 conference in Melbourne. There have also been a number of articles concerning TINA in the national press (e.g. The Age and Australian), and several articles concerning TINA in specialist journals such as IEEE Communications, and Australian Communications (due later this year). You may have also noticed a series of articles profiling the TINA projects in recent editions of Our Future.

So how do you go about promoting your project? With the TINA work we took the following basic steps.

Resource your promotion

It is important that you allow time in your project work plan to promote your work. It doesn't magically happen, in fact it is very labour intensive. As a rule of thumb I would suggest that you devote at a bare minimum

20% of your project's resources, both people and funds, to promotion.

Target your promotion

You only have to examine the advertising industry to realise

that promotion must be well targeted to be effective. When targeting your promotion effort you must consider:

1. Who are your audience. Important groups to influence are: the project sponsors, decision makers, people affected by any changes you are proposing, and those who will help you promote your work.

2. You must decide what to say. The details will vary according to your audience, but the underlying message must remain the same. In TINA our underlying message is 'adopt the TINA software architecture'. When discussing this with senior management we focus on the business benefits, but when we promote TINA in a technical forum we focus on the technical details.

3. On determining the message you wish to give you must consider how to deliver it. Again it is important to consider your audience. For example in TINA the Internet World Wide Web is used to provide access to documentation.

Promoting Your Project (Continued)

This has been embraced by the more technical people within Telstra, but it has not replaced the need to deliver paper copies of documents. We have found demonstrations to be a powerful means of promotion, helping to take abstract concepts and mapping them onto tangible results. Other means of promotion include: email lists for distributing regular progress reports, information packs to satisfy casual enquiries, and presentations to report major milestones.

Enlist the help of others

Both within Telstra and outside, specialist groups are available to help promote your work. Listed below are three groups which were enlisted to help with the promotion of TINA:

Within TRL there is the Promotion and Communication section. They provided valuable assistance in staging demonstrations at TINA'95.

Group Communications, Network & Technology, produced a press pack for the conference and invited selected journalists along to preview demonstrations. They also organised for a short video to be produced, which was used during the opening address of the conference.

Network Conventions (an outside organisation) was contracted to help organise the TINA'95 conference. This group were responsible for the conference administration and handled issues such as the compilation of the proceedings.

BNR, another TINA-C member, produced a multi-media introduction to TINA. We arranged for this to be video taped and it now forms an optional part of our information pack to satisfy casual enquires.

This list is by no means exhaustive and the services offered by each group are much broader than the examples given.

I hope this information is useful, and good luck with the promotion of your project!

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Transition - Progress so far

Doug Kuhn reports on the progress of the Transition Implementation Team.

A question I am often asked in the corridor is "What's happened so far?" Well no changes in structure can actually occur until the Section Composition has been ratified by both the CEPU and the CPSU. By the time this reaches you both unions will have met and voted.

Discussions on PDRs for TRL staff

Helen Gillies has recently joined TRL HR. Her current work focuses on Performance Development Review (PDR).

Initial discussions have commenced regarding a PDR process for TRL staff.

These discussions are currently being attended by Kerry Hinton (CPSU), Helen Gillies, Human Resources, Amanda Jenkins, EOA Coordinator (on an informal basis) & Dan Cerchi (CEPU observer).

The purpose of these meetings is to discuss the R&IT PDR model, and the TRL CDP (Continuous Development Process) model, and their possible application to TRL staff.

Also being considered is the communication process to be used to inform staff, and any training which will be required prior to and during implementation.

We intend to present the outcomes of these discussions to the Labs Council and Staff Associations to gain agreement from all parties on an implementation strategy.

We hope to implement the new PDR process in June 1995. For further information please contact Helen Gillies on (03) 253 6520.

TRL & the Australian Science Festival

The Australian Science Festival will be held for the third time from 6 to 14 May in Canberra.

The 1995 Australian Science Festival aims to stress the importance of science and technology in our lives, to attract students to consider a career in science and to discover where our future is heading.

Senator Cook will open the Festival in a ceremony at Parliament House and will once again feature the Telstra Research Laboratories 'Flame of Science' which was formerly on display in the foyer of M8.

TRL will also feature some displays in the Telecom Tower including, cable comparisons, ADSL, STD call display, fibre to the customer premises and interactive multimedia demonstration.

For further information please contact Colin Block on (03) 253 6411.

In anticipation of union acceptance Barbara and I have been laying the foundations for a smooth transition. It is planned to implement the new section structure progressively over the next few months, starting in early April. This will allow us to contact each group in turn so that local issues affecting section splits, mergers and re-groupings can be considered and resolved on an individual basis. It will also give us a chance to learn as we go and hopefully avoid any chaos and disasters. We have been contacting TRL support groups to establish how they may be affected by the restructure and to determine the information and lead times they require to implement changes at their end.

John Baits has indicated that he wants the selection of new managers to wait until the new Director of Research has been appointed and is in place. It is important that the new Director be involved in choosing his management team. Present indications are that the new Director could be here in early May.

Job descriptions for the management positions are now being developed jointly with HR and an external consultant. A plan is also being developed to ensure that these positions are filled with the best people and with minimum disruption to current projects and programmes.

We have also commenced investigations into the training and other requirements which will be necessary to support the new mode of working as described in "TRL Organisational and Mode of Working Attributes" ratified by management and unions.

If you have any immediate concerns with regard to the transition please feel free to phone, email or visit either myself (03) 253 36655 Room 157/M8 or Barbara on (03) 253 6269 in the NIRC.

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CEO Leaders Program at TRL

The CEO Leaders Program was set up last year, by Telstra's CEO - Frank Blount, to focus on enhancing the leadership capabilities of front line customer facing staff.

The program is sponsored by the Centre for Leadership and Corporate Marketing. Business Units select their own candidates for the program.

Selection is based on an assessment of a candidate's leadership behaviour over the past year, or time in a particular role that reflects some of the following :

- a willingness to challenge the process
- an ability to inspire a shared vision
- a supportive attitude that enables others
- a role model for others
- an ability to motivate

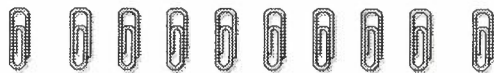
Candidates are nominated by their managers or individual staff members can nominate themselves. Both kinds of nominations are assessed in the same way.

The CEO Leaders Program is available to all people in front line sales and customer service roles. 150 candidates are selected for the program each year, for a period of two years. The first year of the program involves team and personal challenges, and during the second year, candidates have the choice of providing a coaching role to subsequent winners or selecting from a range of other personal development activities.

Membership, through an Alumni Association is for the participant's entire career at Telstra.

The program has a number of elements which include: inaugural State Award dinners, distinctive membership pins, certificates of membership, an annual yearbook, the CEO's Annual Leadership Awards and membership of the Alumni Association.

At TRL, we currently have three staff involved in the CEO Leaders Program. In the next issue of FIFO we will hear from them all, as they explain what they have been doing in the program.



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Have Your Say

If you have a question or an issue you'd like to raise, send it in to FIFO.

This week, Allan Mitchell, Manager Promotion & Communications has something to say about visits to TRL.

Let me begin by saying that the people at TRL who make presentations to our visitors do a great job. They are appropriate and really appreciated. The effort put in has real benefits for Telstra.

In the last six months the number of visits to TRL has almost doubled. While it cuts into your 'real work' the visits program is very important to Telstra. Visits nowadays are very much a part of the support Telstra derives from the Labs in its drive to get new customers and to keep existing customers.

Before each visit we try to get as much relevant information about our visitors as we can, to help presenters make the visit meet their particular needs.

It doesn't look too good when a presenter stands up and begins his presentation with, "Well I don't know why you're here - and I don't know what you want to know - but I'll just start and you can direct me . . ."!!!

The perceived value of the visit both for Telstra and outside depends upon the excellence of our presentations . . . and by and large, we have a good reputation for the way we impart information at these presentations.

At the moment, we are averaging about one visit a day (although, one week we had ten visits!). People who want to come to TRL range from the Minister for Post and Telecommunications from Vietnam, to members of the Japanese parliament, and well known journalists from popular television and radio programs, but by far the most are CEOs and senior managers of Telstra's bigger customers.

The visits program is an important way to promote both Telstra and our Research Labs.

Keep up the good work!