

Craig Holm

Copywriting

Brand Strategy

Big Ideas

› Coast Capital Savings Employee Magazine *gist*



Agency:

Kaldor Brand
Strategy + Design

My Roles:

Brand strategy
Naming
Concept development
Copywriting
Editing
Client management

Magazine cover

› Coast Capital Savings Employee Magazine *gist*



Agency:

Kaldor Brand
Strategy + Design

My Roles:

Brand strategy
Naming
Concept development
Copywriting
Editing
Client management

Sample article



Inner Voice Out Loud A regular rant by C.H. Crum

The Naked Truth

You've all heard this bit of hillbilly wisdom a zillion times: "If you don't have anything nice to say, don't say anything at all." Yet here I am writing another column. So much for that one. I'd change that shrewd advice to read: "If you can't say anything well, then don't say anything in a group setting." Which brings me to my topic du jour: public speaking.

I find it shocking that people actually cite public speaking as their greatest fear, as if there were nothing else of greater concern. Do they worry about the 10-gigawatt earthquake that's due any day? The impending oil crisis? Having their thong underwear ride above their pants? No. Instead, our greatest anxiety is standing up and saying something trivial in a room full of people who couldn't give a rat's butt about the fun to be had with Talisma. Have we all lost the plot, here, people?

I just don't understand why public speaking is such a big deal. It's not quite as tricky as, say, trying to achieve world peace in a day, or understanding what language Ozzie Osborne speaks. Public speaking's a cinch. You get up. You talk (which people do to no end around here). You finish to thundering applause. Maybe if the lecture were on office gossip or the status of office parking, there'd be no stammering, awkward pauses, unsightly sweat stains, dry mouth, uncontrollable shaking and outright nonsensical speeches.

Some of the worst advice ever given — except, maybe when someone told Martha Stewart to sell — is in the realm of public speaking.

To help get over the fear of talking to crowds, someone once told me to picture the audience naked. Unless I'm lecturing to the cast of Baywatch, I figure that's probably bad counsel — or perhaps your idea of an entertaining speech is watching me wretch as I imagine the folks in the first row in their worn out, flabby, wrinkled birthday suits. If I want negligent advice like that I'll talk to my own stockbroker, thankyouverymuch.

You would-be orators want some real advice? Get over yourself. You could go up on stage and act like an absolute twit; the world will plug merrily along, completely oblivious to your whining, wounded ego. Here's another nugget for you: join Coast Toastmasters and work out your problems before you get in front of a group of strangers and clam up faster than George Bush at a peace rally. Practice may not make perfect, but man, it must have some merit.

As my friend-of-friends Plato knocked off in one of his weaker moments: "Wise men speak because they have something to say; fools because they have to say something." Granted, not the most comforting words given that your manager probably stuck you with the speaking gig in the first place so they wouldn't have to do it. Here's what I do in such unfortunate circumstances: pretend that you have a fountain of wisdom to share, say your peace as succinctly as possible and then shut your mouth — like right now.



No nudity, please;
I'm speaking.



Stock up.
You'll need it.

Hot Facts!
 • SHOCKING!
 • MIND-BOGGLING!
 • AND IT'S ALL TRUE!

COAST WORLD NEWS

TRUTH IS STRANGER THAN FICTION

CASE CRACKED!

Secret plans for 'corporate university' laid bare



Never-before-seen photos of 'Coast University' secret training centre.

UNDERCOVER REPORTER REVEALS ALL!



(EXCEPT IDENTITY)

SURREY, BC—After a six-month undercover investigation, *Coast World News* has learned that Coast Capital Savings is executing a top-secret plan to launch a corporate learning centre, called 'Coast University', this fall.

"I knew it had to come out sooner or later," confirmed Lloyd Craig, CEO of Coast Capital Savings. "You can't do something this big and not have someone spill the beans. Hey, who are you, anyway?"

INSIDE SECRET BLUEPRINTS UNCOVERED
 IS IT EDUCATION? OR IS IT BRAINWASHING?

EXCLUSIVE! LEADER CAPTURED ON FILM

SEPTEMBER 12, 2005
 \$3.50 US / \$4.25 CANADA



gist. Straight Talk for Employees. 03

› Coast Capital Savings Employee Magazine gist

LEADER of "Coast U", Melissa Baddeley, captured for the first time on film as she emerges from her clandestine headquarters!

COAST U UNLEASHED ON UNSUSPECTING EMPLOYEES

Coast World News can now confirm that Coast University, or Coast U, is an in-house, progressive, educational institution just for employees of Coast Capital Savings. Its top-secret purpose, revealed in plans obtained by this covert reporter, is to give all employees, including you, an opportunity to further your education, be more effective in your job and make your work more rewarding. Coast U offers courses that meet the needs of employees while supporting those of Coast Capital.

In a wiretapped conversation with another co-conspirator, Coast U's purported ringleader, Melissa Baddeley, disclosed further details about the new school—the first of its kind in Canada. "Being a student has never been this easy," Melissa stated. "Instead of going to school for the sake of going to school, we'll all have our own individual development plan, and we'll be working towards shared goals. As employees, we play a vital role in shaping our organization's success."

This means more for our members, our surrounding communities, and CCS as a whole. We all have a hand in moving Coast Capital forward in achieving its aggressive plans over the next few years."

After some serious covert snooping, we've discovered that Coast U will help you identify where additional education will benefit you most; it will create career maps to guide your learning choices; heck, Coast U will even give you credit towards diplomas and degrees at post-secondary institutions.

Think of Coast U as more than the former training department on steroids. It is a full-fledged corporate university built around nine centres of excellence. Coast U's flagship program, The Coast Way, serves as the university's foundation and gateway for all other learning. Sources say each centre of excellence is designed to support and enhance the six components of The Coast Way, which are CCS' vision, mission, values, strategic objectives, distributive network model and brand.

SECRET BLUEPRINTS UNCOVERED!!

YOU AND THE COAST WAY

Target: Contact Centre Employees
Launch: Quarter 3, 2005
You'll Learn: Teleshops, customer service, financial services, lending and insurance

Target: Customer Service Representatives and Financial Service Representatives
Launch: Programs begin Quarter 4, 2005
You'll Learn: Everything you need to know to be successful as a CSR or FSR, including sales, service and technical skills

Target: Landing Specialists
Launch: Quarter 2, 2005
You'll Learn: Sales, service and technical skills needed to be a successful lender. There are currently 21 courses and 22 coaching modules available

Target: Investment Specialists, Investments Funds and Insurance Specialists, and Certified Financial Planners
Launch: Quarter 4, 2005
You'll Learn: Investment and insurance products and services, best practices, and sales tactics

Target: Senior Executive Team and Operating Executive Team members
Launch: 2005
You'll Learn: Leading-edge leadership development, how to lead by example and how to be a better executive

Target: General Insurance Representatives and other insurance staff
Launch: Quarter 1, 2006
You'll Learn: How to sell, technical program instruction, claims processes and more

Target: All CCS employees
Launch: Quarter 1, 2005
You'll Learn: Everything you need to know about customer service and sales

Target: All CCS employees
Launch: Programs start Quarter 3, 2005
You'll Learn: People management skills, organizational practice management and leadership development

DOCUMENT TITLE: THE COAST WAY
DOCUMENT DATE: FALL 2004
CREATOR: JIM
PROPERTY: COAST

This leaked document shows the structure of the new Coast U.
—A Coast World News exclusive.

Agency:

Kaldor Brand
Strategy + Design

My Roles:

Brand strategy
Naming
Concept development
Copywriting
Editing
Client management

Feature article continued

CORPORATE BRAINWASHING MYSTERY CRACKED!!

According to a source close to the program, The Coast Way is not about turning employees into corporate drones, despite some reports of employees referring to it as "The Coast Way Corporate Brainwashing Class". Granted, the unofficial nickname does have a ring to it, but Coast U is not out to brainwash employees. Its task is to help every employee understand what CCS is about and how each individual fits into the big picture. "Achieving each component of The Coast Way, like our ten-year strategic objectives, will be much easier if we know where we're going, and the role we play," an inside source claims.

Coast World News has learned that some ill-informed staff members have been questioning the legitimacy of The Coast Way, claiming it comes across as corporate brainwashing. In a secret investigation, a Coast World News undercover reporter attended one of these so called brainwashing sessions and revealed The Coast Way is in fact a learning program designed to help employees nurture, live, and understand our new corporate culture – which is The Coast Way.

"It's quite simple. Our corporate culture is the way we do things at Coast Capital Savings, what we believe in, and it acts as a guide and keeps us working together in the right direction as a team," a Coast U instructor explained. "The Coast Way is our corporate culture."

The program teaches us about these six components of The Coast Way, shows us how to work them into our daily habits, and helps us discover how we create value for CCS. A recent attendee claimed, "At the course, everyone is asked to write a value statement describing how their job benefits the company."

So, if you haven't already completed The Coast Way, sign up soon, as it serves as the university's gateway to all other learning platforms.

INSIDIOUS "ROLLOUT" PLOT

In an attempt to fly under the radar, Coast U staff members adopted a "Rollout" strategy whereby Coast U courses and programs will be phased in over time. An intercepted videoconference between senior managers and Baddeley reveals all: "Although we'd like to get things done in the snap of a finger, we need to be realistic. Developing and launching nine centres of excellence is going to take Corporate Learning some time, especially getting the certification, diploma and coaching programs up and running. In the meantime, Coast University is underway with a number of great learning opportunities for everyone to enjoy. We need to encourage everyone to talk to their manager about going back to school."

Courses! Courses! Courses!

**THE SCARY
TRUTH ABOUT
ENROLMENT**

Insiders at Coast U claim that learning doesn't happen through osmosis. Their unofficial advice is that you need to take learning into your own hands, and start thinking about your goals and ambitions. Turn to page eight of *gist* and find out how to create your own individual development plan, which will outline your learning path over the next 24 months.

Visit Corporate Learning's page on *mycoast* for more information about these and other courses available at Coast U:

- Coaching for Results
 - Management Version
- Consumer Lending Basics
- Critical Illness
 - & Underwriting Process
- Crucial Conversations
- CSR Products & Service
- Customer Profiling
- FOCUS: Achieving Your Highest Priorities
- Fundamentals of RESPs
- Loan Origination Technical Training
- Mortgage Lending Basics
- New Employee Integration
- Reading Financial Statements
- Security
- Segregated Funds
- Talisma
- Term Life & Annuity Sales
- Winning Presentations
- Writing for Results



HEADQUARTERS OR HIDEOUT?

Coast U recently moved into its new high-security headquarters at Central City. "It's very hush-hush right now," a source told *Coast World News*, "but this picture tells the real story. They have four new classrooms to accommodate up to 100 students. And rumour has it that the learning centre at the Victoria Administration office was renovated just a few months ago, adding two more classrooms."