


The Siemens logo is displayed in a white rectangular box in the top left corner of the slide. The word "SIEMENS" is written in a bold, teal-colored, sans-serif font.

SIEMENS

The background of the slide is a scenic photograph of a mountain town. The town is built on a valley floor, surrounded by steep, forested mountains. In the distance, snow-capped mountain peaks are visible under a clear blue sky. The town features a mix of traditional and modern buildings, with a prominent church spire in the center.

Prof. Dr. Marc Langendorf, Siemens AG

External and Internal Communication: A Blurred Borderline

A change at the top



Typical internal communication

Dialogue with Joe Kaeser



Berlin, South Africa, Belgium, India, Russia, Doha/Qatar, Munich, Spain, Washington – Next: Paris (10.02.14)

Employee letters

Letter of CEO Joe Kaeser to the Siemens employees
 "Let's continue the momentum of recent months and the spirit of optimism. Let's work as if this were our own company - our Siemens."
 Nov 07, 2013

Dear Colleagues,

Fiscal 2013 was an eventful year and brought many changes for us all. What effects did this have on our finances? Today, we presented the figures for fiscal 2013. Working together, we brought the year to a solid close, with decency and with great prudence. All that certainly couldn't be taken for granted. But the "Siemensianer" have shown - especially in recent months - that they stand united as a team and "are there" when it counts.



Brief an alle Mitarbeiter / Letter to all employees October 20, 2013

Liebe Kolleginnen und Kollegen,

*** Please scroll down for the English version ***

ein Team, ein Unternehmen - „One Team, One Siemens“! Das war der Leitgedanke der Siemens Business Conference - unserer wichtigsten Management-Konferenz des Jahres. One Team - das heißt für mich vor allem, dass wir die Werte unseres Hauses - Kundennähe, Ingenieurskunst, Innovation und Qualität - wieder stärker in den gemeinsamen Mittelpunkt stellen. Siemens muss bei Siemens wieder über allem stehen - wir gestalten gemeinsam und meistern auch unsere Herausforderungen gemeinsam. Die wiederholten Maßnahmen dazu haben wir im März von rund 600 Managern diskutiert. Und es gibt einiges zu berichten, was Sie sich vorstellen können. Ich habe nicht und wird schließlich in den dafür vorgesehenen Foren und natürlich auch informell untereinander. Diese ausgezeichnete Kommunikation untereinander ist ein gutes Zeichen, ein sehr gutes sogar.



Video messages

Siemens CEO Joe Kaeser talks about Integrity and Compliance
 Nov 22, 2013



Tone from the top



Seasons greetings

Interviews SiemensWelt



A change at the top is also an opportunity for a change in the way we communicate



...and a change in the way we communicate about products and services.



External communication

- **Inaugural train ride from Frankfurt to Cologne and back with 60 journalists**
- **Joint press release** by Deutsche Bahn and Siemens
- **Result:**
 - **120** articles in print and online media
 - **9** TV reports
 - **25** radio reports

Internal communication

- **Article in Siemens NewsCenter** “Good mood at 300 kilometers per hour”
- **20 Deutsche Bahn employees and 20 Siemens employees** also took part in inaugural train ride
- **Live tweets by employees** in Siemens Social Network
- **Video** report on event
- **16,000** clicks on **18** intranet sites

What's needed is integrated communication



One topic
All stakeholders
All channels

Employees


Customers

Shareholders

Business partners,
general public



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