

Analyzing Credo Survey Results E-Learning Course

7/27/07

How the user enters this module: Access is by a link from Menu Page.

Flash actions are suggestions, subject to art direction and development.

| Flash Movie | Audio |
|--|--|
| <i>Title sequence</i> | Music or beat |
| <p>1.1 Teaser</p> <p>VIDEO</p> <p>DISSOLVE TO: Opening exchange between two employees in an office. DAN is concerned about creating and delivering the Credo Survey presentation. CAROL emphasizes the value of the survey -- and that creating the presentation is easier than it sounds because the GenView Reporting system simplifies the process.</p> | <p>CAROL: [in office doorway] So are we on for lunch today?</p> |
| | <p>DAN: [looking distracted as he stares at his computer screen] Oh, hi Carol. Lunch?</p> |
| | <p>CAROL: [teasing in a friendly way] You know – the meal between breakfast and dinner?</p> |
| | <p>DAN: Oh, right – lunch. Sorry, but I’m going to have to take a rain check. I’m really under the gun here.</p> |
| | <p>CAROL: [concerned] What’s the problem?</p> |
| | <p>DAN: Well, I’ve got a bunch of major deliverables. Plus, I was selected by my Executive Leadership Team to be the Credo Champion this year. That means I’ve also got this credo survey presentation to finish soon. Frankly, I’m not even sure where to begin.</p> |
| | <p>CAROL: Oh, I can help you there. It’s easier than you think. I did the presentation last year for my global operating company. The information is very valuable for everyone to see. Plus, the GenView</p> |

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| Flash Movie | Audio |
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| | system really simplifies the process. You can even generate your PowerPoint presentation right from the system. |
| | DAN: [hesitantly] Really? But you know I'm not technical. I still can't figure out my DVD player. I've watched the same movie three times this week. |
| | <p>CAROL: [smiling] You don't really <i>have</i> to be technical. [leaning forward] Here, let me show you...</p> <p>NOTE: Similar, brief exchanges will appear throughout the course. In the final exchange. DAN will be up to speed and go off to lunch with CAROL.</p> |

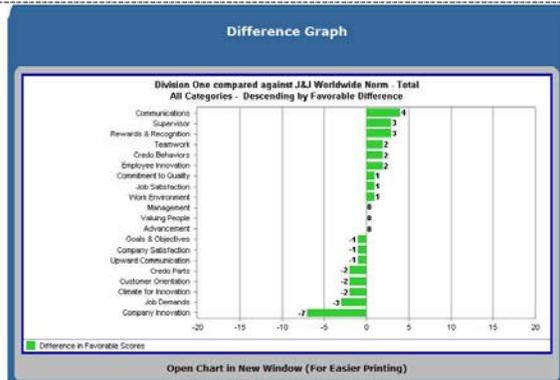
2.1 Intro

DISSOLVE TO: Credo Survey with watermark "We Are Responsible"

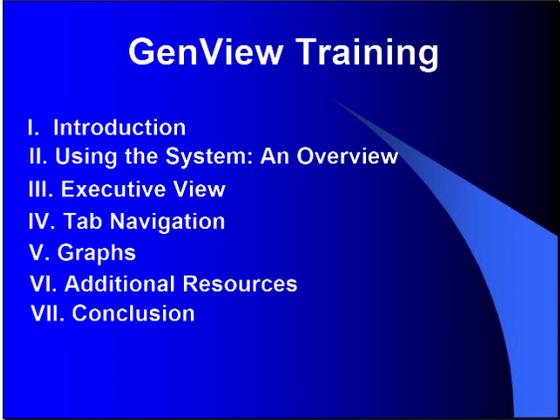
NARRATOR: Each year the Credo Survey is deployed on-line to all Johnson & Johnson employees around the world in the 2nd week of September.



The 78-question survey is translated into 50 languages to meet the needs of our global employee population. Employees can select the language in which to view the report.



Genesee Services, Inc. processes the data and develops reports 3 weeks from the close of the survey.

| Flash Movie | Audio |
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| <p>2.2 Course Goals</p> <p><i>Use text build animation for goals.</i></p> | <p>This training course is designed to help you:</p> <ul style="list-style-type: none"> • Gain fluency in basic navigational skills utilizing the GenView Reporting System • Understand and recognize how to interpret your Credo Survey Results • Create a sample Executive Presentation connecting data to business objectives • Feel comfortable enough to move from data to action |
| <p>2.3 Course Format</p> <p><i>Display sample navigation buttons</i></p>  | <ul style="list-style-type: none"> • The navigation buttons displayed on the bottom of the screen will help you move through the course. These buttons include Play, Pause, Rewind, Back, Forward, and Exit. |
| <p><i>Display sample menu page</i></p>  | <ul style="list-style-type: none"> • You also have the option of viewing this entire course from beginning to end, or quickly selecting only the information that you need from the menu page. |
| <p><i>Display sample knowledge check page</i></p> | <ul style="list-style-type: none"> • There are knowledge checks throughout the course that are intended to reinforce your understanding of the various tables and graphs available to you. |

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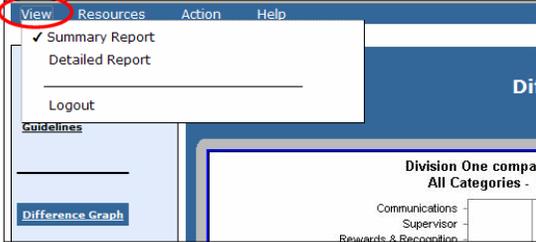
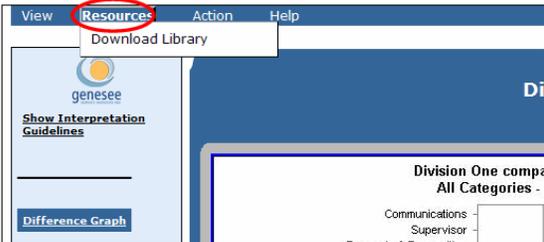
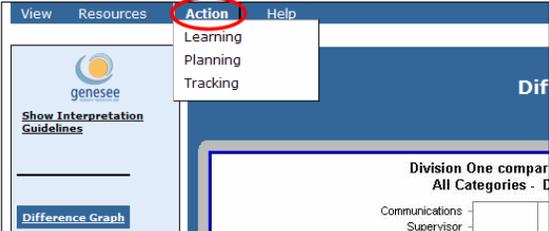
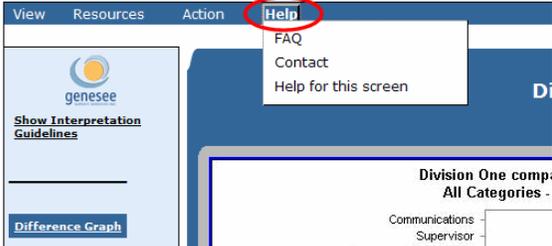
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| <p>Multiple choice</p> <p>What would you do in a similar situation?</p> <ul style="list-style-type: none"> <input type="radio"/> A) type the answer here <input type="radio"/> B) type the answer here <input type="radio"/> C) type the answer here <input type="radio"/> D) type the answer here <div style="border: 1px solid gray; padding: 5px; width: fit-content; margin: 10px auto;"> <p>Review Quiz (260 x 77) (1:26, 1:28)</p> </div> <p>Question 1 of 1 Module 1: How to do Something</p> <p style="text-align: right;"> <input type="button" value="Clear"/> <input type="button" value="Back"/> <input type="button" value="Next"/> <input type="button" value="Submit"/> </p> | <div style="border: 1px solid gray; padding: 5px; width: fit-content; margin: 10px auto;"> <p>Correct - Click to continue</p> </div> <div style="border: 1px solid gray; padding: 5px; width: fit-content; margin: 10px auto;"> <p>Incorrect - Click to continue</p> <p>Please select an answer before continuing</p> </div> |
| <p><i>Display stills of DAN and CAROL from opening teaser</i></p> | <p>Dan was selected by his Executive Leadership Team to be the Credo Champion for his Global Operating Company. Since the last Credo Survey one year ago, this Franchise experienced fierce competition. As a result, they implemented a major re-organization that included merging the sales force units across several organizations and significant downsizing.</p> <p>The Executive Leadership Team recognizes the important role the Credo plays in conducting successful, day-to-day business and remaining competitive. It is particularly important that our leadership be living up to values within Our Credo and engaging employees during this time of transition.</p> <p>Dan must provide a presentation to the Executive Leadership Team that captures the “story” of this year’s Credo Survey Results by total Franchise. The leadership team will want to understand how this year’s results compare and contrast to the previous years’ results in the area of Employee Engagement – specifically in the goals and objectives category. Of particular interest are trends within the Sales Force.</p> |
| <p>III. Using the System: An Overview</p> | |
| <p>A. Dimensions of Survey Interpretation</p> | <p>Before Dan can put together his Credo Survey interpretation, though, he must</p> |

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| Flash Movie | Audio |
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| <p><i>Use text build information for each dimension</i></p> | <p>understand the three dimensions of survey interpretation.</p> |
| <p>Percent Favorable = Shows employee satisfaction</p> | <p>The first such dimension is Percent Favorable, which provides general information about employee <u>Satisfaction</u>. Remember that a focus area commonly does NOT have a 0 - 100% favorable range. Instead, it usually ranges plus or minus 20 percentage points around some central point.</p> <p>Keep in mind that some areas are consistently more favorable than others. For example, the norm for Customer Orientation is much higher than that for Advancement</p> |
| <p>Relative Standing = Provides meaning about a score</p> | <p>The second dimension of survey interpretation is Relative Standing, which provides <u>Meaning</u> about a percentage score. The issue here is whether a score is strong relative to norms or an internal comparison group.</p> <p>Comparisons with norms can help avoid taking wasteful or harmful action. Demographic comparisons <i>diagnose</i> a situation needing action and help determine if action needs to be <i>delegated</i>.</p> |
| <p>Importance = Reflects the value a focus area has to organization goals</p> | <p>The third and final dimension is Importance, which reflects the <u>Value</u> a focus area has to the goals of the organization. This dimension helps clarify how important the focus area is to reaching the outcomes specified for your company, your subunit, and Johnson & Johnson strategic initiatives.</p> |
| <p><i>Display still of DAN from opening teaser</i></p> <ul style="list-style-type: none"> • Keep all three dimensions in mind • Understand the business context | <p>Dan needs to keep all three dimensions in mind when interpreting survey results. He also must understand the overall business context. For instance, do the survey results demonstrate that the vision of the company is being fulfilled? Are the goals and objectives of his group being met?</p> |

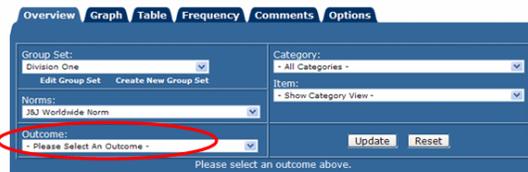
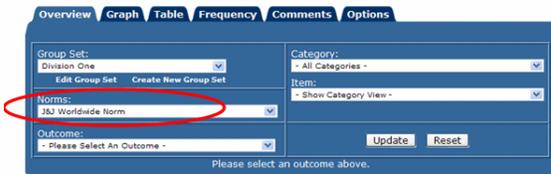
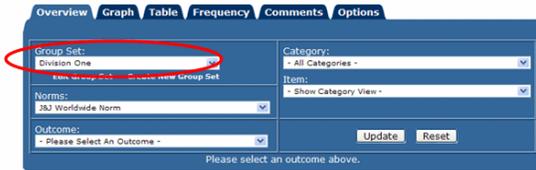
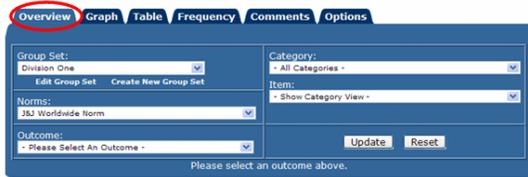
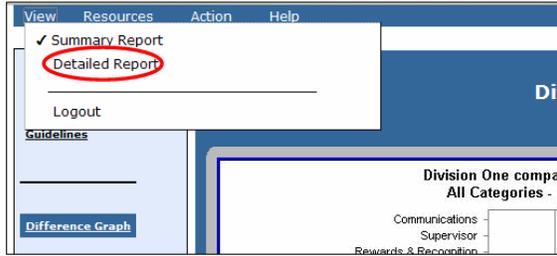
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| <ul style="list-style-type: none"> Is company vision being fulfilled? | <p>And, specifically, what are the trends within the sales force?</p> |
| <p>B. Welcome to GenView</p> <p>GenView provides an easy, flexible means of examining survey results</p> | <p>The GenView system will help Dan to clarify such issues. It provides an easy, flexible means of examining survey results in graph and table form. Using GenView, Dan can explore the important information he needs to craft a presentation that highlights the differences between last year and this year. That information can help our company achieve it's vision and goals.</p> |
| <p>VIDEO:</p> | <p>CAROL: The first step is to log in. You just go to the supplied URL and select the desired language. Enter your assigned User ID and password, and click Login.</p> |
| | <p>DAN: Easy enough.</p> |
| | <p>CAROL: There is a minor catch.</p> |
| | <p>DAN: I <u>knew</u> it...</p> |
| | <p>CAROL: It really <u>is</u> minor. If this is the first time you're logging in, you might have to do a quick download to view graphic files.</p> |
| | <p>DAN: Probably some complicated set of procedures...</p> |
| | <p>CAROL: Not at all. Just click "Yes."</p> |
| | <p>DAN: That's all?</p> |
| | <p>CAROL: That's all.</p> |
| | <p>DAN: [growing less intimidated] Tell me more...</p> |
| <p>Simple, web-based interface</p> | <p>NARRATOR: GenView's simple, web-based interface consists of menus, links, and tabs that you can use to select a range of charts and graphs. You can view either summary or detail reports. You can even check out comments made by participants, or explore frequency information.</p> |

| Flash Movie | Audio |
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| <p>INSERT RoboDemo Movie</p> <p>Note: RoboDemo movies are represented in this script by screen shots.</p>  | <p>The View Menu gives you the option of viewing a variety of summary or detail reports. You can also log out of the system from this menu.</p> |
|  | <p>The Resources menu provides you with access to a wide range of downloadable materials.</p> |
|  | <p>The Action menu enables you to learn about, plan, and track action plans.</p> |
|  | <p>The Help menu provides you with:</p> <ul style="list-style-type: none">• answers to frequently asked questions• contact information for technical support• help information that describes the current screen |

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Flash Movie



Audio

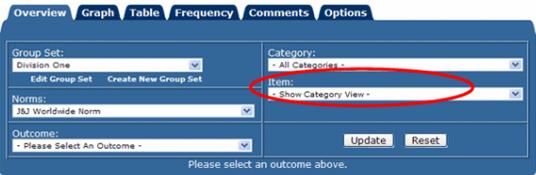
Selecting Detailed Report from the View menu opens the Overview Tab. This tab enables you to specify the information that you want to explore in more detail.

The Group Set pull-down menu allows you to view the various groups within your reports that have a large enough group size to share Credo Survey results without compromising anonymity. For example, reports by Total Franchise, By Subunits, etc.

With the Norms pull-down menu, you can compare your data to multiple normative data and obtain a more accurate comparison group. For example, you can compare your specific data relative to your group's previous year results, compared to the J&J Worldwide norm, as well as various regional norms. The norm is calculated by the average favorable scores.

The Outcomes pull-down menu lets you view your data relative to various outcomes of particular interest. For example, Dan's Franchise is interested in the degree to which employees are feeling engaged during significant changes. By selecting "Engagement" as an outcome, he will be able to specifically identify the Credo Results Engagement Profile at a glance. He can then see the relative scoring of specific categories that are drivers of Engagement.

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| Flash Movie | Audio | | |
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|  <p>The screenshot shows the 'Overview' tab of the software interface. The 'Category' dropdown menu is highlighted with a red circle. The interface includes fields for Group Set, Norms, and Outcome, along with 'Update' and 'Reset' buttons.</p> | <p>With the Category pull-down menu, you can select all categories or specify the category you want.</p> | | |
|  <p>The screenshot shows the 'Overview' tab. The 'Item' dropdown menu is highlighted with a red circle. The interface includes fields for Group Set, Norms, and Outcome, along with 'Update' and 'Reset' buttons.</p> | <p>The Item pull-down menu allows you to select all items or a specific item from the list.</p> | | |
|  <p>The screenshot shows the 'Overview' tab. The 'Update' button is highlighted with a red circle. The interface includes fields for Group Set, Norms, and Outcome, along with 'Update' and 'Reset' buttons.</p> | <p>Clicking the View button allows you to view your requested changes.</p> | | |
|  <p>The screenshot shows the 'Overview' tab. The 'Reset' button is highlighted with a red circle. The interface includes fields for Group Set, Norms, and Outcome, along with 'Update' and 'Reset' buttons.</p> | <p>Clicking the Reset button lets you revert to the default selections.</p> | | |
| <p>Knowledge Check:</p> <div data-bbox="240 1304 797 1633"> <p align="center">Knowledge Check</p> <p>Match each area of the Overview Tab named in Column 1 to the appropriate definition in Column 2.</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p>Column 1</p> <p><input type="checkbox"/> Outcomes</p> <p><input type="checkbox"/> Norms</p> <p><input type="checkbox"/> Group Set</p> <p><input type="checkbox"/> Item</p> <p><input type="checkbox"/> Category</p> </td> <td style="vertical-align: top;"> <p>Column 2</p> <p>A) Allows you to view groups within your reports</p> <p>B) Enables you to compare your data to multiple normative data</p> <p>C) Lets you view your data relative to various outcomes</p> <p>D) Allows you to select the desired category</p> <p>E) Lets you select the desired item</p> </td> </tr> </table> <p>Question 2 of 2</p> <p align="right"> <input type="button" value="Clear"/> <input type="button" value="Back"/> <input type="button" value="Next"/> <input type="button" value="Submit"/> </p> </div> | <p>Column 1</p> <p><input type="checkbox"/> Outcomes</p> <p><input type="checkbox"/> Norms</p> <p><input type="checkbox"/> Group Set</p> <p><input type="checkbox"/> Item</p> <p><input type="checkbox"/> Category</p> | <p>Column 2</p> <p>A) Allows you to view groups within your reports</p> <p>B) Enables you to compare your data to multiple normative data</p> <p>C) Lets you view your data relative to various outcomes</p> <p>D) Allows you to select the desired category</p> <p>E) Lets you select the desired item</p> | <p>The following knowledge check tests your understanding of the Overview Tab.</p> |
| <p>Column 1</p> <p><input type="checkbox"/> Outcomes</p> <p><input type="checkbox"/> Norms</p> <p><input type="checkbox"/> Group Set</p> <p><input type="checkbox"/> Item</p> <p><input type="checkbox"/> Category</p> | <p>Column 2</p> <p>A) Allows you to view groups within your reports</p> <p>B) Enables you to compare your data to multiple normative data</p> <p>C) Lets you view your data relative to various outcomes</p> <p>D) Allows you to select the desired category</p> <p>E) Lets you select the desired item</p> | | |