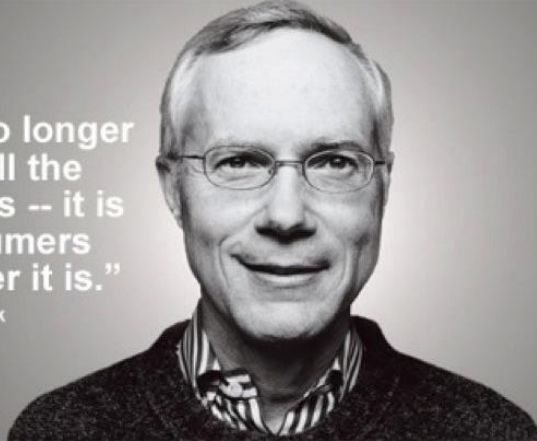


"A brand is no longer
what we tell the
consumer it is -- it is
what consumers
tell each other it is."

- Scott Cook



If your target audience
isn't listening, it's not
their fault, it's yours.

(Seth Godin, *Small is
the New Big*, p. 14)

One must understand what people
are thinking, feeling and believing in
order to enchant them.

— Guy Kawasaki —

AZ QUOTES

"IF YOU'RE
NOT
LISTENING,
YOU'RE NOT
LEARNING."

~ LYNDON BAINES
JOHNSON

You need information!

- Strengths & Weaknesses
- Messaging
 - Testing
 - Targeting
- Level of knowledge
- Identify myths to dispel
- Benefits
- Avenues for growth



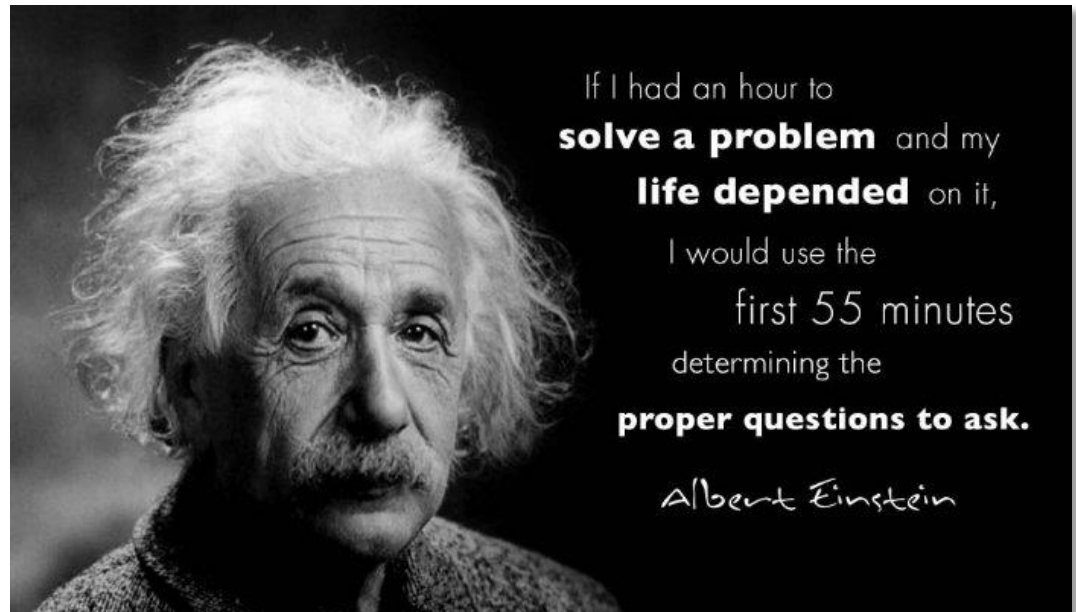
**Does your target audience know what a PAC
is or even that you have one??**

You decided to do a survey...now what?

- Internal or external?
- Internal stakeholders
 - Creation
 - Implementation
- Software
- Audience
- Incentives
- Duration
- Frequency
- Questions
- Analysis

Questions

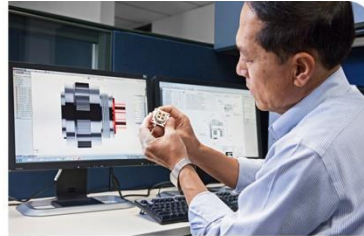
- Strengths & Weaknesses
- Messaging
 - Testing
 - Targeting
- Level of knowledge
- Identify myths to dispel
- Benefits
- Avenues for growth
- Demographics
- Types of questions



smiths

bringing technology to life

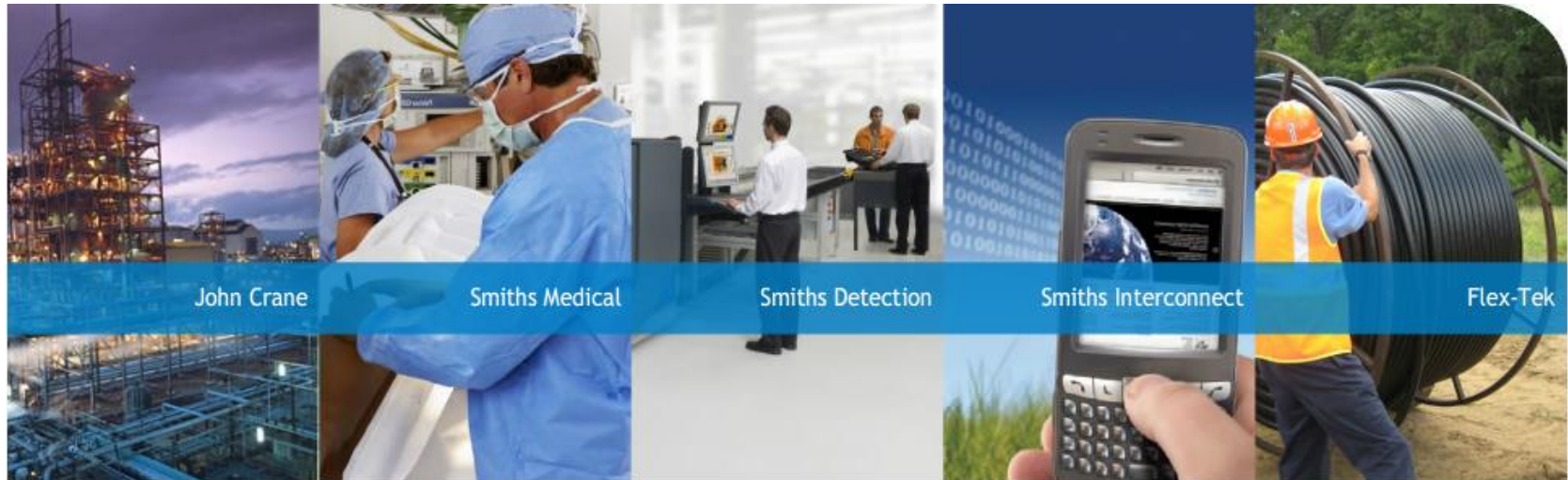
Bringing technology to life



Public Affairs Council - Surveys May 19, 2016



Who is Smiths Group?



John Crane

Smiths Medical

Smiths Detection

Smiths Interconnect

Flex-Tek

John Crane is a leading provider of products and services to global energy services customers. Our solutions help ensure the reliability of mission-critical equipment in challenging operating environments.

Smiths Medical is a leading supplier of specialist medical devices, consumables and equipment for global markets.

Smiths Detection is a world-leading designer and manufacturer of sensors that detect and identify explosives, weapons, chemical agents, biohazards, nuclear and radioactive material, narcotics and contraband.

Smiths Interconnect is a recognized leader in technically differentiated electronic components and sub-systems providing signal, power and microwave solutions.

Flex-Tek is a global provider of engineered components that heat and move fluids and gases for the aerospace, medical, industrial, construction and domestic appliance markets.

Who is Smiths PAC?

Eligible Employees

2779

Current Contributors

341

Current Participation

12.27%

2015 Total Contributions

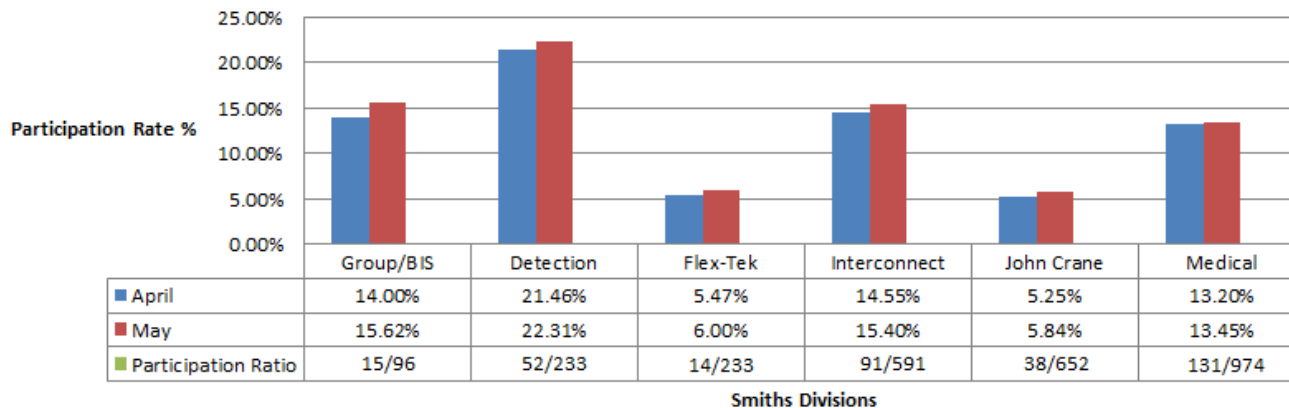
\$72,000

Goal is to reach 20% participation.

What are our goals?

1. Increase overall engagement in all aspects of Government Relations
2. Increase Smiths PAC participation
3. Increase Smiths PAC \$\$\$\$\$

Smiths PAC Participation Rate



How We Got Started



- Who is your audience? We send to all eligible employees
- Is the survey anonymous? We have it be anonymous with an option to enter contact information if they want to be contacted.
- Is there an incentive for participating? We randomly give away ten \$25 gift cards.
- What frequency will you survey or just one time? We survey every 2 years
- Type of question responses? We use a variety including: multiple choice, open field, ranking, check all that apply.
- How many questions? We use around 22 total, although some are for a subset of responders.
- How long do respondents have to complete? We set an end date approximately 2 weeks in duration.

Questions?



Introductory Questions that give you an idea who is responding?

- What Smiths Group Division do you work for?
- Or what department or job function?

Questions that find out the basics of what they know and how they feel.

- Do you know Smiths Group and its Divisions operate a political action committee called Smiths PAC?
- In general what is your opinion of the company's political action committee?
- Do you believe Smiths Group and its Divisions should support candidates for public office who it believes best represent its interests?
- Do you believe Smiths PAC plays an important role in helping Smiths Group and its divisions achieve its legislative goals?

Questions just for employees that are contributing.

- Do you contribute to Smiths PAC? If they answer yes they get the following questions. If they answer no they skip the following questions.
- Why do you contribute to Smiths PAC?
- Please rank what you consider the strengths of Smiths PAC.
- Do you participate in the Smiths PAC charity match program?
- Why do you think some people do not belong to Smiths PAC?
- Do you read the Washington Whispers – Smiths PAC's bimonthly newsletter?

More Questions?



What is the engagement on items for all employees?

- Have you visited the Government Relations portal (intranet site)?
- Do you read the Government Relations weekly Insider article?
- Have you participated in the Government Relations Quarterly Call?

What motivates?

- What do you think might make Smiths PAC more attractive to join?
- What types of contest prizes are most appealing to you and would make you more likely to contribute to Smiths PAC, or if already contributing, increase your contribution?

Preferences and final thoughts?

- How do you prefer Smiths PAC communicate information to you?
- Please share any additional thoughts you may have about the Government Relations Team or Smiths PAC.
- Would you like a representative from the Government Relations Office to follow up with you for any reason? If so provide name and email

Results!



	2012	2014
How many responded?	20%	12%
Do you know we have a PAC? What % answered no?	23%	8%
What is your opinion of the company's PAC? What % answered favorably?	82%	84%
We should support candidates for public office? What % agreed?	59%	71%
Does Smiths PAC play a role in the business achieving goals? What % yes?	51%	57%
How many respondents are PAC contributors?	20%	27%
Have you visited the Government Relations portal (intranet)? What % yes?	23%	34%
Do you read the Government Relations weekly Insider? What % yes?	42%	70%

More Results!



Why do you contribute?

- 2014 and 2012 top answer: It is important for Smiths Group and their Divisions opinions to be heard by legislators and Smiths PAC helps make that happen.

What do you consider the strengths of Smiths PAC?

- In 2012, ranked strengths as: The opportunity to meet with elected leaders/candidates at your place of work, Smiths PAC Newsletter, and Inside political information.
- In 2014, ranked strengths as: Management support followed by opportunity to meet with elected leaders/candidates.
- Ranked lowest both years: giveaways and sweepstakes.

Why do you think some people don't belong to Smiths PAC?

- Top answer both years: Contributing to the PAC is not among their financial priorities.

What do you think might make Smiths PAC more attractive to join?

- Top answers both years: Knowing more about Smiths PAC and its purpose, Learning more about the US Government and other political/policy topics that affect me and Division I work for.

More Results!



Please share any additional thoughts you may have about the Government Relations Team or Smiths PAC.

Positive Sampling from 2014:

- Your team does great work. It has always been helpful for me to interact with you.
- Government Relations is one of the most vibrant teams in the company. Keep up the good work.
- Keep up the great job!
- KEEP IT UP
- I am looking forward to learning more about Smiths PAC as a new employee.
- It's important. If the wrong people get in office, it can have a significant impact on business.
- How do I become a member?

Negative / Misinformed Sampling from 2014:

- From what I have heard, people are concerned about donating money to the PAC because you can't trust anything political.
- Employees shouldn't join Smiths PAC. The company's political stance may not align with a given employee's.
- PAC's are a detriment to the well being of democracy.
- I believe we should elect candidates who support our interests and I believe lobbying once elected should not be permitted.
- Please don't offer gifts; contest feels like a bribe is being offered



What did we learn? What changes did we make?

We increased employee education efforts...for both Government Relations and Smiths PAC.

- Created a new weekly activity report that we send out to all employees educating them on what are office worked on that week.
- Conduct monthly “Lunch and Learn” webinars on a variety of interesting topics. Open to all employees.
- Focus on 4 main solicitations a year and include an educational aspect if possible. I.e. GOTV or policy issue brief. Tie the business to what Government Relations does and Smiths PAC is a tool.
- Created the Smiths PAC Engagement Program that focuses on overall engagement instead of solely Smiths PAC participation. I.e. grassroots participation, attend a webinar or quarterly call, follow us on Twitter, or retweet us on Twitter.
- Increased the number of Smiths PAC site visits or “Pizza and Politics” that we do. During those sessions go over common misconceptions.

We make sure all new employees know about the PAC.

- Created Smiths PAC division specific “New Employee Packets” and send them to all new employees.

We switched from prizes and raffles to recognition based rewards.

- The Smiths PAC Engagement Program has rewards (for example: lunch with the division president) instead of big prizes. Completely stopped raffles.

Lessons Learned

- Consult with IT
- Stagger the deployment
- Send out to a test group
- Communicate results
- Don't ignore the ugly (but don't freak out)



Focus Groups

- Allows for deeper dive
- Useful when targeting a certain challenge
- Limited in number you can reach
- Better results if conducted by third party
- Formal v. informal



Analysis

- Slice and dice the data
- Read every response
- Sleep on the results
- Acknowledge contradictions
- Look for what is NOT said
- Key findings



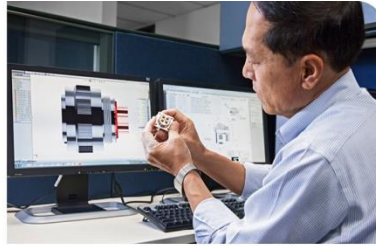


Communicate smarter

smiths

bringing technology to life

Bringing technology to life



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