

# ALL TEAM MEETING 1H'24 Organization Roadmap

How we become a more purposeful and vital team

February 13, 2024



# My first 60 days at Intel

A person is sitting on the roof of a dark-colored SUV, looking at a smartphone. They are wearing a blue jacket and dark pants. A tent is mounted on the roof rack behind them. The background shows a sunset or sunrise over a body of water and hills. The sky is a mix of blue, orange, and yellow. There are two yellow squares on the car roof: a larger one behind the person and a smaller one further back.

## Why we stay at Intel

World-changing issues, high-stakes work, access to great leaders, integrity of people, our work, and our team.

## GCG organization

Need for clarity, cohesion, culture, leadership, stability, inspiration. It's exhausting.

## Transformation weary

Skepticism, resistance, complexity, pace, demands, need to up-level strategy / capabilities but there is never the time. Lots of walls against change.

## Heat on Comms functions overall

Demands / complexity for Comms and Events in all big companies: fragility of trust and credibility, speed of perception, new forms and styles of storytelling, frequency of impact, personal agility and resiliency. Thrilling, but demanding career.

# Observations



## GCG functional design needs work to be best-in-class

- We must consistently organize by functional requirements vs. current team member skill
- Too many silos has created inefficiencies in our ability to collaborate
- Important work – particularly campaigns and storytelling – getting buried under team structure

## GCG needs more intentional leadership

- Many teams reflect high throughput work vs. consistent vision of outcomes
- Team is playing too much defense based on volume of work; we must go on offense
- Missing end-to-end leadership of strategic programs and launches
- Agencies not part of core-team mentality and underutilized

## GCG not investing in people, training and culture

- Team is holistically missing career development, mentorship, and a support network
- Team needs more opportunities and positive reinforcement to feel empowered
- EE scores reflect improvement needed in engagement

# Realities and desired change

## How we focus

## How we work

## How we feel

### Current

#### Tactical, rushed

- CEO drives all major stories
- Unexpected disruptions; crisis to crisis
- Defense vs. offense
- Some customer engagement/comms

#### Reactive

- Too many silos
- Some skills gaps and shadow functions
- Not enough global focus

#### Tired

- Love Intel, but not always GCG pace
- Hard to learn, be creative
- Lacking empowerment; getting trampled by other teams

### Desired

#### Eye on the prize, rigor/cadence

- CEO voice aligned to strategic narratives, credibility, scale
- Unified gameplan: goals, messages, strategies
- Up-levelled ELT, offensive strategy
- Clear, focused priorities, executed with discipline
- Strategic voice of the customer/engagement planning

#### Cohesive, agile, capable

- Cohesive org model aligned to strategy with purposeful work
- Leadership depth and vision
- World-class capabilities, talent
- One Team aligned to WW priorities

#### Proud of work, appreciated

- Pride: career-making work
- Heart/mind connection : Intel and team
- Appreciated: progress, accomplishments, my ideas, development and
- Clear leadership and aircover for strategic work
- Unshakeable engagement

# Our aspiration

GCG is on an essential mission, changing how the world sees a legendary tech company.

Intel is not just making products; we are making history.

**We want to inspire** our customers, partners, employees, and investors with our vision, our products, our progress, and our achievements. We hold the ultimate responsibility for being the narrators and the experience creators for our great brand.

We are not here to simply inform or create content, but to amaze, to **build trust and credibility**, and to make people believe again in Intel and how vital the company is to the world.

We want to share our story with **passion, authenticity, and bold perspectives.**

We want to showcase how our leaders are **driving transformation and leading with courage and intent.**

And we will deal with challenges along the way, they are inevitable.

What will separate us is our **agility and resilience** as narrators, experience creators and collaborators.

Creating a  
world-class  
Global Comms &  
Events Group

## Purpose

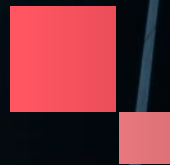
Establish Intel's reputation as one of the world's most vital and trusted technology companies.

## Approach

Inspire & deliver. Tell the stories and create the experiences that demonstrate the power of Intel – process and product leadership, global at scale manufacturing, bringing AI everywhere, unlocking growth and value to shareholders.

## Goal

Build belief that Intel's vision and transformation strategy is bold, on track and succeeding.



# 1H24 priorities

Address high-stakes  
structure & capabilities

## Play

from the same playbook

## Bring priority focus

to key functions and business imperatives

## Reset

our operating context

## Commit

to shared behaviors to help us thrive, swerve, grow

## Invest

in our people and culture

# Play from the same GCG Playbook

Inspire, build trust and belief in Intel

## Inspire & Deliver via

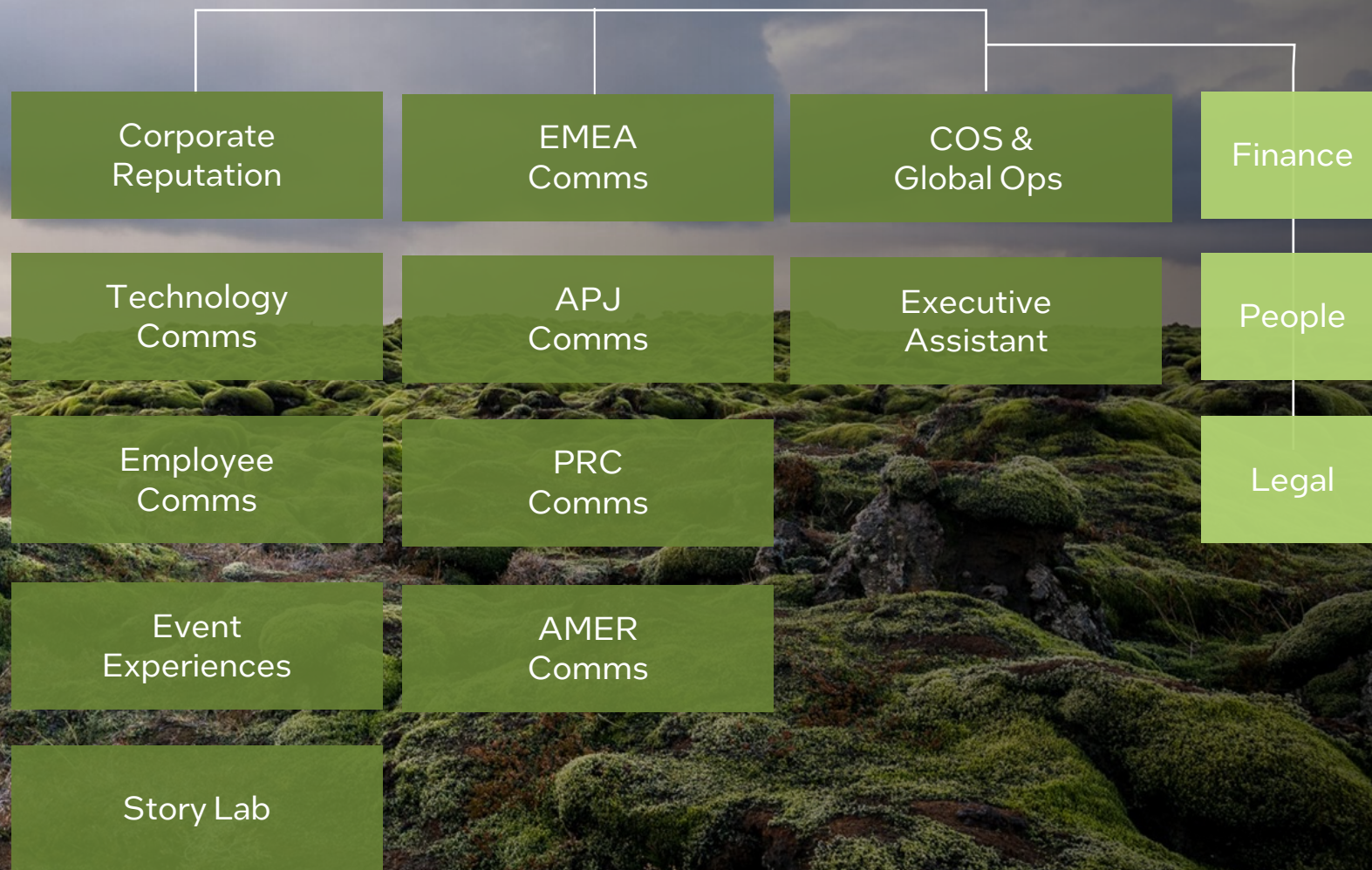
Employee Experience  
Pan-Intel Campaigns  
Bold Editorial  
Industry Conversations  
Multi-platform Storytelling  
World-class Events  
Amazing Products  
Investing in Innovation  
Strategic Moments  
AI & Analytics

## Aligning

Investor Relations  
Government Affairs  
People/HR  
Marketing  
BUs  
IFS/IAO



# Head of GCG



Aligning in our organization for functional excellence

A scenic photograph of two people kayaking on a calm lake at sunset. The sun is low on the horizon, casting a warm, golden glow across the sky and reflecting on the water's surface. In the background, there are rolling hills covered in dense green trees. The two kayakers, a man in the foreground and a woman further back, are seen from behind, paddling their blue kayaks. The overall mood is peaceful and serene.

Priority focus within our organization



# Uplevel corporate reputation

This team is our north star on driving Intel's most powerful conversations while also protecting our reputation and brand. It also brings our stories to life through the voices of our most senior leaders.

## Corporate Communications

- Financial and M&A communications
- Public policy communications
- Crisis communications
- ESG & sustainability leadership

## Intel Foundry / Manufacturing

- Strategic communications and momentum
- Event and thought leadership/customer momentum
- Internal/external TD comms (matrix to ECEB)

## Office of the CEO

- Content and communications strategy
- Events, keynotes, social media
- Media / analyst alignment

## Executive Communications

- ELT comms - CFO, CPO, CCO, CLO, CSO (matrix to ECEB)
- Thought leader platforms, speaking and exec social
- Major ELT events – general session strategy, keynotes, end-to-end management (matrix to Events)

## Strategic Campaigns

- Pan-Intel campaigns and moments cadence
- Intel On series Communications program leadership
- Intel and CEO strategic media and influencers

Pan-Intel AI, Data Center, Client Computing, Networking & Edge, Software & Advanced Technology Research, Design Engineering, **Automotive, Ignite**

## Tech & BU Communications

- Product and innovation launch cadence
- Product messaging and storytelling
- Strategic events
- Proactive campaigns & activations
- Product reviews and awards
- Leadership platforms

## Pan-Intel AI Communications

- Messaging and launch cadence
- Innovation & activations
- Global news & events

## Industry Analyst Relations

- Analyst strategy
- Global briefing & engagement
- Global outside-in insights and message testing

# Uplevel technology communication

This team brings together our entire technology and product portfolio to ensure we tell unified stories, and drive cadence and power in our product narratives to our strategic media and analyst communities.

# Event Experiences

This team creates impactful event experiences that engage and connect our communities and empowers our brand to our most important audiences.

## Intel On Series

- On Series (Vision, Innovation, and Connection) event strategy, creative and production
- Audience engagement and experience
- End-to-end logistics and show flow

## Event Demos

- BU demos and event infrastructure across strategic events

## Event Program Office

- Tier 1 events across Intel (~15 global events)
- Activate Tier 2 and 3 events portfolio
- Cross-portfolio event optimization
- Competitive analysis and industry benchmarks
- Measurement, ROI and event budgets

## Exec Productions

- Keynote and general session event experiences
- Engineering production and web experience
- Studio for company meetings and webcasts



## Bring focus to Story Lab

We are aligning this team to focus on what they do best – storytelling – and bringing our most powerful and provocative stories to life to inform, inspire and activate our audiences.

### Intel News Engine

- Global news flow management
- Newsroom content and platform strategy
- Editorial integrity and quality

### Storytelling

- Internal and external story mining and writing
- Customer storytelling
- Visual storytelling and assets – design, animation, video, photography
- Channel strategy and optimization
- Social media planning and investment
- Brand/news/pillar storytelling

### Museum & Archives

- Keepers of Intel's history

An aerial photograph of two kayakers on a narrow river. The kayaker in the front is in a yellow and white kayak, and the one in the back is in a red kayak. The river is surrounded by dense tropical vegetation, including palm trees and various green plants. The water is dark blue and reflects the surrounding foliage.

# Global Operations

This team supports all that we do – including our financials, planning, data and analytics – and aspire to be – our culture and development center of excellence – to ensure we deliver as a high-impact, world-class team.

## Strategic Programs

- Annual planning
- OKR development & tracking
- AI for GCG

## Analytics

- Data driven reporting and analysis

## Culture

- Empower a global, career-making mindset in how we do our work



Next steps

# Shifting teams with intent

## Immediate

- Exec Productions moves to Events Experiences
- TD moves to Corporate Communications

## March 1

- Annual Planning, OKRs, and Global Measurement moves to Global Operations

## Upon new head of Corporate Reputation

New VP direct reports:

- Corporate Comms
- Executive Comms
- Office of CEO
- Intel Foundry/Manufacturing
- Strategic Campaigns

## Upon new head of Technology Communications

New direct reports:

- Industry Analyst Relations
- Automotive

# Resetting our operating context

We're playing a big, high-stakes game:  
Will Intel return to its glory?

Communications and events are  
transformative. We are the tip of the  
spear.

It's not what we write and produce, it's  
the perception shifts we engineer.

Complexity, competing priorities,  
budget flux are the norm for every  
Fortune 500 organization; being  
resilient is what differentiates leaders.

Consistently executing against our big  
bet plans must be North Star.



Committing to shared behaviors to help us thrive, swerve and grow

- Start with strategic lens
- Focus on highest stake issues
- Clear, succinct tone and style
- I've got the power
- Connect the dots
- Raising the bar with uncompromising integrity

# Investment in our people and culture

Culture and growth opportunities are foundational for us to create meaning in our individual and collective work and thrive as an organization.

## Empower a global mindset in how we do our best work

- Co-create development and learning opportunities
- Develop more participatory, intentional culture
- Streamline bureaucratic habits and processes

# Front and center priorities

■ Do

unforgettable, career  
defining work

■ Be

respected for our  
strategic insight and  
operational discipline

■ Empower

ourselves to create the  
work that is needed to  
drive impact

■ Operate

in an environment of  
appreciation and trust  
for one another





How we'll know  
we're succeeding

## The words that will describe our team

Confident

Supportive

Smart

Insightful

Creative

Intentional

Rigorous

Bold

Driven

Uplifting



# Next steps

Lock in key actions for 1H including team shifts and operational plans.

Begin to align and assess agency models and roster.

Elevate training and development as we head toward i360.

Host “office hours” to stay close to the team during a time of change and transformation.

A young child with blonde hair, wearing a white tank top and blue shorts, is climbing a tree trunk. The tree has several horizontal wooden rungs attached to it. The child is positioned in the center of the frame, facing away from the camera. The background is a dense forest with many trees and green foliage. The lighting is natural, suggesting daytime.

“Fearlessness is the  
mother of reinvention”

Ariana Huffington

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