



New Beginnings

COMMUNICATIONS PACKAGE CONTENTS

July 2015

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1.0 NEW BEGINNINGS INFORMATION BRIEF

Subject: Structured to provide a high level overview of New Beginnings from origin to design to desired outcomes

Audience: General workforce internal to your Component

2.0 NEW BEGINNINGS TALKING POINTS

Subject: Summary of key points that should be used to educate the workforce on New Beginnings

Audience: General workforce internal to your Component, Component Leadership, Champions, Change Agents, Human Resources professionals

3.0 NEW BEGINNINGS COMMUNICATIONS PLAN

Subject: Provides information on the Department's progress regarding the design and implementation of civilian personnel authorities provided to the Secretary of Defense in section 1113(d) of the National Defense Authorization Act for Fiscal Year 2010, as amended by section 1102 of the NDAA for Fiscal Year 2012 (P.L. 112-81)

Audience: Designed to respond to inquiries from External Audiences (e.g., Congressional staff, unions with recognition at the Department level, media, etc.)

4.0 NEW BEGINNINGS CONGRESSIONAL REPORTS 2013-2015

Subject: PDF of all semi-annual Congressional reports from 2013-2015.

Audience: External Audiences (e.g., Congressional staff, unions with recognition at the Department level, etc.), general workforce internal to your Component, Component Leadership

5.0 NEW BEGINNINGS CONGRESSIONAL REPORTS TALKING POINTS

Subject: Talking points on the Congressional reports

Audience: General workforce internal to your Component, Component Leadership, Champions, Change Agents, Human Resources professionals

6.0 NEW BEGINNINGS HIRING MANAGER'S TOOLKIT TALKING POINTS

Subject: Talking points on the Hiring Manager's Toolkit

Audience: General workforce internal to your Component

Leadership SERVICE **Pride** readiness
WORKFORCE PLANNING
NEW **Ownership**
Supervisor Performance
communication
hiring **BEGINNINGS** Guides
FOCUS
EXCELLENCE accountability MENTORING
tools mission Teamwork **PERFORMANCE** Commitment
training
Rewards