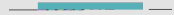


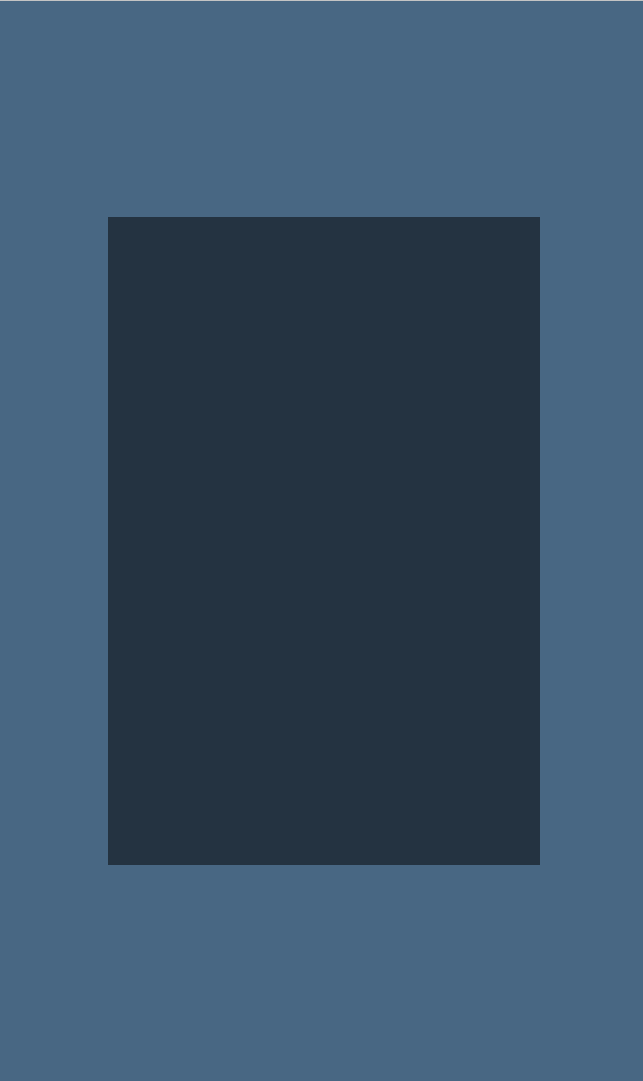
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STANDARDS OF EFFECTIVE COMMUNICATION

Complete

- Communicate all relevant information

Clear

- Convey information that is plainly understood

Brief

- Communicate the information in a concise manner

Timely

- Offer and request information in an appropriate timeframe
- Verify authenticity
- Validate and backup information

Situation – What is happening? Why now? What is your interest in listening to this?

What - this concerns what issue and why is it important right now?

Assessment – What do I think the situation demands from you now?

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dec ded. W a eed be a d.

Briefing Note

BRIEFING NOTE



The Industry Restructuring Initiative: The recent Budget statement included the \$1.2 Industry Restructuring Initiative designed to support



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- We worked hard to get these funds in the budget and faced a lot of competition.
 - The right level of support is always hard to determine and I see this as a good start.
 - Whether we are right or not will play out as we roll out the program.
 - I am always willing to try for more when I have a case, support from organizations like yours and solid track record of real adaptation and restructuring.

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- Until we have a better model, we will use the departmental grants and contribution authorities operated through our Industry Support Branch.
 - We realize that there have been frustrations with these processes and that they can always be improved. We welcome any suggestions you might have.
 - For the moment and until we come up a defensible alternative, I must stand by how we are administering this program, given our accountabilities for public funds.

Approved by Sarah Times, ADM, Industry Development and Growth

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