

Message

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Subject: Q2 2017 Corporate Themes
Attachments: Q2 2017 corporate themes.docx

Good morning,

Please find attached the Q2 corporate themes for your review. You will notice a significant difference as compared to the previous version. We are limiting the number of themes which are now largely focused on the IESO's Corporate Strategy and our current priorities.

Each theme and the supporting bullets aim to tell a story about the work the IESO is doing, what's happening in the sector, and how our actions are providing value. The purpose of the corporate themes is to guide our external communications and to inform employee's perspective about what we as an organization want to be talking about externally at this point in time.

You may notice that the corporate themes do not reflect all of the work we're doing, and that there are aspects of the Strategic Plan that are not included. The corporate themes are not meant to provide a comprehensive overview of all the work we do, but rather reflect the select areas of work that we as an organization want to highlight to external audiences at this point in time. The corporate themes will be fluid and will change from quarter to quarter as the focus of our external communications changes.

As an example, Market Renewal will be a priority for us as an organization for the next few years - however, as we enter a prolonged design phase, there may be quarters where it's not a corporate theme as it might not be one of the top items we want to be focusing on in our external communications.

Let me know if you have any questions.

Andrew

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