



# COMMUNICATION STRATEGY



# COMMUNICATIONS STRATEGY AND TOOLKIT

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# WHY WE CREATED THIS FRAMEWORK

## OUR CONTEXT

- Over the last five years TT has gone from a components and contract manufacturer to a Design-led company providing value-added solutions
- The problem is not a lot of people understand this and it casts a shadow over our reputation. TT's story remains a best kept secret which means :
  - Employees don't know what the story is or how to tell it
  - Potential customers are lost to competitors
  - Investors ignore and under value TT shares
  - It is more difficult to attract and retain the best talent
- Currently there are too many different messages being used
- The purpose of this toolkit is to clarify and simplify TT messages to help set the company apart and create consistent communications

## WHY IT MATTERS

- Confident, consistent, clear communications will help us achieve our ambitions – it's that simple
- Customers will understand us better
- We will attract the best people to come and work with us
- Investors will see us as a good opportunity for return
- To achieve this, we all need to be 'singing off the same crib sheet'. So here it is

## WHAT IT IS

- This toolkit is the source of information for key communicators in the business and the SLT about what to communicate and how to communicate. It sets out the key messages that are important to the business. These are the only ones which count – nothing else does
- There is a natural hierarchy beginning with the core message, followed by our story and then sets out the 4 key themes which are most important to our business:
  - What we do
  - Who we are
  - Our product
  - How we work
- Importantly, it also sets out the proof points or evidence to substantiate our messages



**SHIFTING  
TT ELECTRONIC'S  
REPUTATION**

WE WANT TO SHIFT TT'S REPUTATION FROM BEING SEEN AS...

**“AN ELECTRONIC  
COMPONENTS  
AND CONTRACT  
MANUFACTURER”**

TO BEING SEEN AS...

**“A DESIGN-LED TECHNOLOGY  
COMPANY, PROVIDING  
VALUE-ADDED SOLUTIONS  
IN SPECIALISED MARKETS”**



**PURPOSE**  
**PRODUCTS**  
**PERSONALITY**





## THE MESSAGE FRAMEWORK

### TT'S 'CRIB SHEET' FOR ALL COMMUNICATIONS

- We have selected a bank of the most important messages that will build our reputation
- They are differentiating and will set us apart and ahead of others
- It will create and reinforce a consistent voice that is:
  - Attractive to existing and potential customers
  - Exciting and inspirational for our people
  - Aspirational to the best talent
  - Differentiating and attractive to Investors

### WHO THE FRAMEWORK IS FOR

It is designed for anyone creating communications on a regular basis for our People, our Customers and our Investors.

### HOW TO USE IT

The framework describes our core message, our story and 4 key themes. These four themes have also been further broken down by stakeholder audience (our clients, our people & our investors) with relevant proof points for each. When creating communications please lead with our story and use the key themes to help you prioritise the messages you focus on. So, please follow these steps when creating your communications:

1. Develop familiarity with Our Story and the 4 key themes
2. Consider your audience and select the messages most relevant to your communications – the fewer the better
3. Create communication with a clear and obvious link to either the story or one of the key themes. Use the language in this document as this will help to re-enforce consistency
4. Seek out personal stories and proof points that bring our 4 key themes to life, share them with internal communications and marketing team so we can amplify those stories across our whole organization and (where relevant) our different customers







## OUR CORE MESSAGE: WHAT IS THE SINGLE SIMPLE IDEA WE WANT PEOPLE TO ASSOCIATE WITH TT?

# Solving technology challenges for a sustainable world

## OUR STORY: WHERE WE ARE. WHERE WE ARE GOING. HOW WILL WE GET THERE?

TT aims to be a FTSE 250 company and a leader in sustainable growth. TT has evolved from an electronic component manufacturer to a design-led technology company, providing value-added-solutions in specialised markets. We are a team of world-leading experts obsessed with solving technology challenges for a cleaner, smarter and healthier world.

Our success has been achieved by engaging deeply with our customers in Healthcare, Aerospace and Defence, Automation & Electrification to understand the technology challenges they face and by mobilising our talented team of design, engineering and manufacturing experts to solve them. By focusing on providing advanced technologies that are Cleaner, Smarter and Healthier, we are helping -to establish a sustainable growth model both for future generations and our business.

## OUR FOUR KEY THEMES

### 1. CLEANER, SMARTER, HEALTHIER (WHAT WE DO)

TT invests in building technology which creates a more sustainable world for future generations:

- Cleaner – Our technology improves energy efficiency helping in the fight against climate change and use of natural resources
- Smarter – Our technology improves accuracy and simplifies automation
- Healthier – Our medical technology improves health conditions as well as improving hospital patient outcomes

### 2. A CULTURE OF EXPERTISE (WHO WE ARE)

We are a team of world-class Engineering and manufacturing experts obsessed with solving our clients' toughest technology challenges.

We have a caring and supportive culture that focuses on the best way to solve our customer challenges, called the TT Way:

- We do the right thing
- We bring out the best
- We achieve more
- We champion in each other together expertise
- We get the job done ...well

### 3. DESIGN-LED TECHNOLOGY (OUR PRODUCT)

From the Mars Rover and renewable energy to the latest generation aircraft and implantable medical devices, we design and manufacture bespoke solutions for specific customer applications in power efficiency, connectivity and smart sensor technology.

- Our secret is our engineers' ability to address our customers' unique technology challenges in one of three ways:
  - Designing one-off solutions
  - Customising and packaging products
  - Creating modular platforms built for customisation

### 4. REAL PARTNERS (HOW WE WORK)

We work as a part of the customer's team, making our components, products and engineering services integral to customers' designs.

- We work with start-ups to multinationals; from initial concept to production at scale: from single component to complete device manufacture.
- We specialise in producing low volume, high mix product manufacturing, so we can quickly respond to customers' unique requirements.
- From Sweden to the USA and England to Malaysia, our people are actively involved in our local communities to help them thrive.

**SHIFTING  
LANGUAGE  
AND TONE**

FROM	TO
Components	Technology
Low cost, Off-the-shelf	Design-led customised or bespoke solutions, added value in specialised markets
Mass manufacture	Low volume, high mix manufacture
Our Products	Our Solution helped XXX to do YYY
Engineers not accessible	Our Engineers work with you right from the start

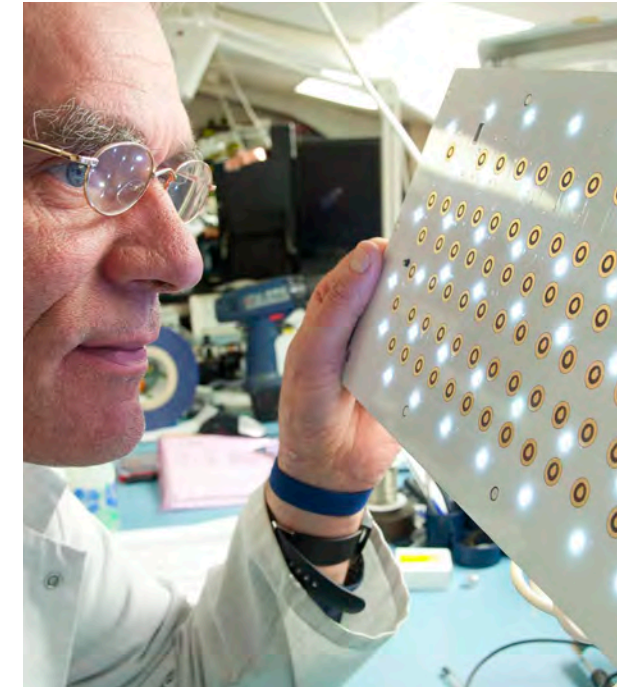
Key Language we want to own

- Design-led Engineering
- Expert specialists
- Sustainable Technology
- Value added in specialised markets
- Tackling the toughest technology challenges
- Obsessed with solving problems





We need to tailor our messages to our different audiences



**OUR CUSTOMERS**

Attracting the clients that build our reputation to scale the business



**OUR PEOPLE**

Attract, promote and retain the best, diverse, talented people



**OUR INVESTORS**

Attract investment to grow through strategic M&A





## OUR CUSTOMERS

### Key-take outs

- TT is a Technology business
- We customise or make bespoke products specifically to meet your challenges
- Our team are a part of your team from the beginning
- Our engineers are obsessed with solving your toughest technology challenges
- The way we work and the products we make are focused on making the world Cleaner, Smarter, Healthier – we believe this makes all businesses more sustainable



## Cleaner, Smarter, Healthier

### MESSAGES

- Our technologies will help you deliver CLEANER products, helping to combat climate change and resource scarcity by improved energy efficiency: Aircraft electrification, Electric and hybrid electric vehicles, Smart energy infrastructure
- Our technologies help you work and live SMARTER by improving accuracy and driving automation in: City infrastructure, Remote patient monitoring, Industrial automation and productivity
- Our technologies help you deliver products to support HEALTHIER lives by improving health and patient outcomes in areas such as: Laboratory analysis, Minimally invasive procedures, Medical diagnostics

### PROOF POINTS

- We achieved positive results across our own business:
- 88% of our waste has been diverted from landfill
- 61% of the plastic we buy is recyclable
- 20% reduction in carbon emissions in 2020
- Target of carbon neutrality by 2035
- Our collective response to the pandemic including focus on employee wellbeing
- 2\* status in engagement survey –testament to the TT way

### Examples in:

- Aircraft electrification, Electric and hybrid electric vehicles, Smart energy infrastructure, City infrastructure, Remote patient monitoring, Factory automation and productivity
- Laboratory analysis, Minimally invasive procedures, medical diagnostics

## A culture of expertise

### MESSAGES

- Our inclusive, vibrant and diverse environment attracts and retains the best skills and experts in the industry
- Our global team of world-class engineers and manufacturing specialist experts are obsessed with solving your toughest technology challenges
- TT's competitive advantage is our customer focused Culture that concentrates on solving your challenges, called the TT way:
  - We do the right thing
  - We bring out the best
  - We achieve more
  - We champion in each other together expertise
  - We get the job done ...well
- Our teams mobilise skills across the entire group to design, test, prototype and get certification and production quickly. We get your products to market fast

### PROOF POINTS

- Centres of excellence – including NE England, Texas, China
- Areas where TT leads on thought leadership & R&D
- Continuing Professional Development programmes
- Investment in personal development, apprentices and harnessing young talent – InTTernship US program (2021)
- Stories of collaboration from case studies to solve difficult problems



## Design-led technology

### MESSAGES

- From the Mars Rover and renewable energy to the latest generation aircraft and implantable medical devices, we design and manufacture bespoke solutions for specific customer applications in power efficiency, connectivity and smart sensor technology
- We pride ourselves on our engineers 'ability to address our customers' unique technology challenges in one of three ways:
  - Designing one-off solutions
  - Customising and packaging products to make customers' end products smaller, lighter and more power efficient
  - Inventing modular platforms built for customisation enabling specific applications to get to market faster and at lower cost
- Our R&D focuses on leading-edge technologies, platforms and methodologies that are more sustainable for you, your customers and the planet

### PROOF POINTS

- Use latest case studies and client testimonials as appropriate to substantiate. For example:
- Power supplies for the Mars Rover
- Lightweight power supplies for Drones
- Precision Medical technology for implantables / surgical robots
- eNeura Migraine prevention
- Calcivis tooth decay prevention
- 5G power supplies for Nokia
- Pivot to PPE/ventilator technology
- S2 Connect platform which enables a series of internet – connected products and systems

## Real partners

### MESSAGES

- TT has evolved from an electronic component to a design-led technology manufacturing business with a global footprint
- Our focus on operational excellence delivers reliability and value, the heart of our long-term customer relationships
- We work as a part of our customer's team 'designed in', making our components, products and engineering services seamless to customers' designs and needs
- We specialise in producing low volume and high mix products, so we can exactly match client's specific needs
- We work with start-ups to multinationals; from initial concept to production at scale.
- The breadth of our group means we can think global, act local. This gives us flexibility to switch production between geographies, according to capacity, and customer requirements
- From Sweden to the USA and England to Malaysia, our people are actively involved in our local communities to help them thrive

### PROOF POINTS

- We have at least 30 customers with whom we have grown our relationship for 10+ years, in 2020, these customers have grown to represent over [25]% of revenue. e.g. Honeywell - a long-term relationship that now engages with all parts of the business
- We built additional facilities at Kuantan site build in response to customer demand





## OUR PEOPLE

### Key-take outs

- TT is a people business, the expertise of our people drive our success. If you want to work with a diverse, talented group of people in an inclusive, exciting environment you have come to the right place
- The well-being and safety of our people and their communities is TT's top priority
- The way we work and the products we make are focused on making the world Cleaner, Smarter, Healthier – we believe this makes our business more sustainable
- We work with the worlds biggest brands and solve their toughest technology challenges
- The TT way is our blueprint of how to work with each other to build an inclusive, caring and supportive business



## Cleaner, Smarter, Healthier

### MESSAGES

- Our people are proud of the difference we make
- Our products help combat Climate change and resource scarcity by improved energy efficiency: Aircraft electrification, Electric and hybrid electric vehicles, Smart energy infrastructure
- Our products improve accuracy and drive automation in: City infrastructure, Remote patient monitoring, Factory automation and productivity
- Our products help respond to demographics and social change by improving health and patient outcomes in areas such as: Laboratory analysis, Minimally invasive procedures, Medical diagnostics

The way we work is focused on :

- **CLEANER** - reducing energy and resource waste, as well as finding more sustainable supply chains
- **SMARTER** - improving our own accuracy & automation, investing in the talent and skills of our people and our communities
- **HEALTHIER** - prioritising safety & wellbeing, as well as building a diverse and inclusive community within TT

### PROOF POINTS

- “Pass on plastic” removing single use plastic from all sites for better working environments
- 20% reduction in carbon emissions in 2020
- Reduced environmental impact benefits the communities we operate in
- Developing the engineers of tomorrow through our support for STEM education in schools through STEM ambassador programme and school curriculum “hours of giving”
- Funding of local STEM activities
- “Centres of excellence”. 11 R & D hubs including NE England, Texas, China supported by \$14.5m dollars investment in 2020
- ED&I strategy and achievements

## A culture of expertise

### MESSAGES

- Our people are the foundation of our business
- We are a diverse team of world-class engineers and manufacturing expert specialists obsessed with solving complex problems for our customers
- Our competitive advantage is our unique inclusive, caring and supportive Culture - the TT way:
  - [We do the right thing](#)
  - [We bring out the best](#)
  - [We achieve more](#)
  - [We champion in each other together expertise](#)
  - [We get the job done ...well](#)
- We are determined to recruit and retain the best talent in the industry to set us apart from our competitors
- We develop intimate working relationships with our customers, getting to know their challenges inside out

### PROOF POINTS

- 2\* status in engagement survey –testament to the TT way
- Wellbeing initiatives including our collective response to the pandemic
- Personal development
- Gender pay gap
- 53 % Female Employees
- ED&I strategy and achievements
- Supporting tomorrow's engineers through STEM programmes in schools including initiatives that encourage more girls to study STEM subjects and more women to enter our industry.
- Health and Safety – 26 sites zero lost time

The “Be Inspired” Awards

TT Electronics : Communication Strategy



## Design-led technology

### MESSAGES

- From the Mars Rover and renewable energy to the latest generation aircraft and implantable medical devices, we design and manufacture bespoke solutions for specific customer applications in power efficiency, connectivity and smart sensor technology
- Our secret is our engineers' ability to address our customers' unique technology challenges in one of three ways:
  - Designing one-off solutions
  - Customising and packaging products to make customers' end products smaller, lighter and more power efficient
  - Inventing modular platforms built for customisation enabling specific applications to get to market faster and at lower cost
- Our R&D investments are a priority, they are focused on leading-edge technologies, platforms and methodologies that are more sustainable for our customers and our planet – we believe this makes us a more sustainable business

### PROOF POINTS

Use case studies and client testimonials already under way to substantiate. Examples include:

- Power supplies for the Mars Rover
- Light weight power supplies for Drones
- Precision Medical technology for implantables / surgical robots
- eNeura Migraine prevention.
- Calcivis tooth decay prevention
- 5G power supplies for Nokia
- Pivot to PPE/ventilator technology
- S2 Connect platform which enables a series of internet – connected products and systems
- As well as personal stories of challenges overcome to develop products

## Real partners

### MESSAGES

- Our focus on operational excellence delivers reliability and value, the heart of our long-term customer relationships
- We work as a part of our customer's team 'designed in', making our components, products and engineering services integral to customers' designs
- We specialise in producing low volume and high mix products, so we can exactly match client's specific needs
- We work with start-ups to multinationals; from initial concept to production at scale
- We have a global manufacturing footprint allowing us think global, act local and flexibility to switch production between geographies, according to capacity, and customer requirements
- From Sweden to the USA and England to Malaysia, our people are actively involved in our local communities to help them thrive

### PROOF POINTS

- We have at least 30 customers with whom we have grown our relationship for 10+ years, in 2020, these customers have grown to represent over [25]% of revenue. e.g. Honeywell - a long-term relationship that now engages with all parts of the business
- Our "think global, act local ethos means our local sites have total accountability and autonomy to drive their site performance and also to engage with their local communities
- Lean practitioners around the business and Lean 'workshop/uni? In suzhou.
- Focus on cross divisional business development
- Covid – Cardiff supporting Virolens product for Hartlepool
- Ventilator challenge, PPE gathering, face masks, Sharing PPE
- Sustainability - Community pages – beach cleaning in Malaysia, ramp-building in US
- Partnership with Leonard Cheshire House (Change 100 programme) in Hartlepool.





## OUR INVESTORS

### Key-take outs

- TT is a design-led technology company providing smart and sustainable solutions for customers globally
- TT's competitive advantage is our customer focused, inclusive and diverse Culture based on our TT way
- We benefit from enduring megatrends in structurally high-growth markets driving revenue growth and demand for products that contribute to a more sustainable world
- We work with the world's best known medical, aerospace, defense, automation and electrification customers to solve their toughest technology challenges
- We invest in R&D to design power, sensing and connectivity solutions where reliability is mission critical leading to a high quality, IP rich business, with cleaner, smarter and healthier solutions
- We deliver strong cash generation to invest in IP and value-enhancing acquisitions



## Cleaner, Smarter, Healthier

### MESSAGES

- We develop leading-edge technologies that are more sustainable for our customers and our planet making us a more sustainable business
- Perfectly positioned to benefit from global megatrends and rapid growth markets – we invest where we bring competitive advantage
- Our technologies help combat climate change and resource scarcity by improving energy efficiency:
  - [Aircraft electrification](#)
  - [Electric and hybrid electric vehicles](#)
  - [Smart energy infrastructure](#)
- Our technologies improve accuracy and drive automation in:
  - [City infrastructure](#)
  - [Remote patient monitoring](#)
  - [Factory automation and productivity](#)

Our technologies improve health and patient outcomes in areas such as:

- [Laboratory analysis](#)
- [Minimally invasive procedures](#)
- [Medical diagnostics](#)

Rapidly transforming our business to meet key sustainability goals:

- [Zero Harm \(y-o-y reduction in incidents\)](#)
- [Engage our employees - 2\\* Great place to work](#)
- [Inclusive, vibrant, diverse environment for our employees](#)
- [Carbon neutral \(scope 1 and 2\) by 2035](#)
- [Reduce use of single use plastic](#)
- [Reduce waste to landfill](#)

### PROOF POINTS

- 5 3-day lost time accidents in 2020
- TT has achieved 'AA' ESG rating with MSCI
- TT achieved a 20% reduction in carbon emissions in 2020
- 61% of plastic purchased is now recyclable
- 88% of waste is now diverted from landfill, 3 sites are zero waste to landfill
- 53% of employees identify as female, Board approved ED&I strategy and framework deployed
- 2\* status in engagement survey, exceeding our target – testament to the TT way

## A culture of expertise

### MESSAGES

- Our inclusive, vibrant and diverse environment attracts and retains the best skills and experts in the industry
- Our global team of world-class engineers and manufacturing specialist experts are obsessed with solving our clients' toughest technology challenges
- TT's competitive advantage is our customer focused, inclusive and diverse Culture based on our TT way:
  - [We do the right thing](#)
  - [We bring out the best](#)
  - [We achieve more](#)
  - [We champion in each other together expertise](#)
  - [We get the job done ...well](#)
- Our teams mobilise skills across the entire group to design, test, prototype and get certification and production quickly. We get customers' products to market fast

### PROOF POINTS

- Centres of excellence – including NE England, Texas, China
- Investment in personal development, apprentices and harnessing young talent – InTTernship US program (2021)
- The "Be Inspired" Awards
- Engagement with local communities in both healthcare & schools



## Design-led technology

### MESSAGES

- TT has evolved from an electronic component manufacturer to a design-led technology company, providing added-value solutions in specialised markets
- R&D is one TT's top investment priorities enabling innovation to flourish across the group
- Our 'secret sauce' is our engineers' ability to address our customers' unique technology challenges in one of three ways:
  - Designing one-off solutions
  - Customising and packaging products to make customers' end products smaller, lighter and more power efficient
  - Inventing modular platforms built for customisation enabling specific applications to get to market faster and at lower cost

### PROOF POINTS

- R&D investment is @ 5% of revenue from our product divisions
- Our value to our customers is clear – our R&D investment means that we are now often 'designed-in' and are 'sole-sourced' with around 85% of our customers
- Customer churn has been greatly reduced – for example in GMS, churn was c.30-40% per year, now more like 10-15%
- For example: Rolls-Royce – digital engine control unit "brain of the aircraft" and controls all aspects of engine performance – work with RR to provide an electromagnetic solution for all commercial engines across all of the platforms they work on – customer wanted to reduce cost and improve efficiency – we solved this problem by identifying a new way to mount the electromagnetics on the surface of the control unit

## Real partners

### MESSAGES

- Our focus on operational excellence delivers reliability and value, the heart of our long-term customer relationships
- We work as a part of the customer's team 'designed in', making our components, products and engineering services integral to customers' designs
- We specialise in producing low volume and high mix products, so we can exactly match client's specific needs
- We work with start-ups to multinationals; from initial concept to production at scale, giving us a diverse portfolio of clients and resilience to market changes
- We have a global manufacturing footprint allowing us think global, act local and flexibility to switch production between - geographies, according to capacity, and customer requirements
- From Sweden to the USA and England to Malaysia, our people are actively involved in our local communities to help them thrive

### PROOF POINTS

- Envious customer list including Thermo Fisher, Abbott, Elekta, Datacard, Honeywell, Ultra, BAE, Thales, Schneider Electric
- We have at least 30 customers with whom we have grown our relationship for 10+ years, in 2020, these customers have grown to represent over [25]% of revenue
- We engage and seek feedback from our customers regularly, including conducting 'voice of the customer'. In 2021, we received a Net Promoter Score of 32, with participation from customers up 10% from 2020
- Example - Honeywell – Torotel cross selling, outsourced production to Bedlington
- Example - China / Kuantan production flexibility in response to customer demand
- Example - Datacard – 10+ year partnership resulting in design-in repeat revenues including supporting 6 new product program launches



# CASE STUDIES

## A SIMPLE STRUCTURE FOR CASE STUDIES

STRUCTURE	RATIONALE
1. Start with the client problem, challenge or need	<ul style="list-style-type: none"> <li>&gt; Shifts the emphasis from product seller to solution provider</li> <li>&gt; Clients needs is more likely to be engaging to wider range of potential clients than a specific product/ technical feature</li> </ul>
2. Link to strategic narrative	<ul style="list-style-type: none"> <li>- Provokes readers to think about challenges they may be facing:               <ul style="list-style-type: none"> <li>- becoming Cleaner/ Smarter/ Healthier</li> <li>- leveraging the megatrends to their advantage</li> </ul> </li> <li>- Positions you as a Strategic Advisor</li> </ul>
3. Examples to show TT's people working collaboratively with clients to solve the problem	<ul style="list-style-type: none"> <li>- Using examples show how you approach working with clients in a collaborative way that is tailored to their specific needs (not just pushing a product)</li> <li>- You can talk generically about the client to avoid identification</li> <li>- Encourages focus on what you achieve for that client</li> </ul>
4. Explain how the solution is uniquely TT	<ul style="list-style-type: none"> <li>- Lifts TT from commodity suppliers to part of the product design team</li> </ul>
5. End with customer's business improvement or reaction	<ul style="list-style-type: none"> <li>- Shows focus on customer outcome</li> <li>- Signals a deeper business benefit &amp; relationship than just supplying a product</li> </ul>
6. Clear conclusion or recommendation	<ul style="list-style-type: none"> <li>- A clear conclusion and POV helps the reader conclude TT is superior to its competitors.</li> </ul>

