

**Focal Review Program, 2002-2003**

The annual performance review event is critical to the success of any organization. At PeopleSoft, our goals were to maximize awareness and participation in the process. We measured our success by the high percentage of employees who responded to our communications and completed the tasks on time.



Focal 2002 used the Winter Olympics as its inspiration, always pushing employees to have the "spirit of performance."



The definition of performance took on a cinematic meaning for Focal 2003.

**PeopleSoft University Campaign**

PeopleSoft's internal and external training was designed and delivered by PeopleSoft University. Executive leadership from HR, Finance, Sales, and the product lines wanted an integrated corporate university, with a consistent look and a focused message--that would target our own employees and potential customers.

**What we did:** designed overall communication strategy & plans; managed creative staff and production; supervised fulfillment and delivery; measured results of campaigns.



PeopleSoft University Poster Campaign



E-Cards to promote individual programs