

(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Frizzell, Marion
[REDACTED] [/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED], M]; Gannon, Paul
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Giannelli, Christina A.
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Guevara Harris, Elyse
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Hanson, Eric
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Haubein, Jennifer
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Hicks, Joshua
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Horn, Hattie
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Houghton, Lisa K
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Hupp, Erin
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; McKeon, Rayanne B
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Pirtle, Lisa
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Ragland, Kelley
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Rivers, William Joseph
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Ryan, Jason
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Sebastian, Kathleen
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Staton, Austin
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Taybron, Sahara
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Tigges, Laura
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipient/[REDACTED]; Leffler, Laura
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]; Casey Corrigan
[Casey.Corrigan@bpx.com]; Ainsworth, Amanda (PROCOM SERVICES - AMERICAN PROFESSIONAL COMPUTER
CONSULTANTS GROUP INC.) [/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]]
CC: Streett, Mary [/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=[REDACTED]; Michaels, Marika A
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Staskon, Anne M
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Welch, Dave
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Woods, Rachel
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Begum, Rasnara
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Fielder, JP
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]; Lucas, Sarah

[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Guinn, Shanan
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Rojas, Kathleen
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Choo, Paul Heng Boon
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/c [REDACTED]; Ellis, Joe
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Stout, Robert
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Miner, Robert
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/cn= [REDACTED]; Clanton, Brett
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]; Phillippe, John
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]; Harrison, Tara
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/c [REDACTED]; Khalilov, Seymour
[/o=ExchangeLabs/ou=Exchange Administrative Group
(FYDIBOHF23SPDLT)/cn=Recipients/ [REDACTED]

Subject: BP US communications - update for week of 12/16

Attachments: US Comms Vacation Schedule.xlsx

Hey all,

Thank you for a strong finish to the month and year – this team delivered exceptionally high-quality content right to the end, as demonstrated by this week’s rollout of our US vacation policy. To this point, two items before vacation: multiple trainings are due ASAP and various US Comms roles remain open through tomorrow. Links and further context are provided below.

Thanks again for your ambition, creativity, and continued teamwork to deliver high-quality results throughout 2019. This has been a year of growth and transition that positions our team well heading into a pivotal year ahead. Please enjoy the time away as an opportunity to fully recharge and relax with family and friends.

Warmest regards and Happy Holidays,
JP

GROUP AREAS of FOCUS:

- **Bob Dudley end-of-year film and note** to all BP employees delivered Tues, 12/17
- **BP and Reliance Industries partnership PR:** Today we announced the formation of their new Indian fuels and mobility JV This follows the initial agreement signed in August 2019. The JV is expected to be formed during 1H 2020.
 - **CONTEXT:** The new venture, a further development of RIL and BP’s longstanding partnership, will include an India-wide fuels retail service station network (GoBP) and aviation

fuel marketing business. We expect the venture to co-create a world class fuels partnership to grow rapidly and help meet India's fast-growing demands for energy and mobility.

- **Infinia consortium PR** pending as early as late this week
 - **CONTEXT:** This announcement of a consortium of leading companies in the polyester value chain coming together to accelerate rPTA to market demonstrates BP has the relationships needed to create real change. It's notable because sustainable chemicals represents an exciting growth area and BP seeks to create a material sustainable chemicals business.
- **Climate stand-up talking points:** Finalizing a one-pager to help employees answer questions and talk about what BP is doing on the dual challenge. It is in final editing now and the team in London hopes to deliver it before the holidays.

US COMMUNICATIONS – KEY ITEMS AHEAD:

EXTERNAL:

- **Houston Chronicle** – waiting on a story following Starlee's 12/2 interview w the *Chronicle* (reporter sick last week, delaying publication). When it's live, Jason Ryan will circulate story, summary, and suggested communications actions.

INTERNAL:

- 12/16 and 17 – Vacation policy enhancements email to all affected employees. Erin Hupp leading distribution of seven (7!) targeted emails highlighting how the various change benefit different groups.
- Early Jan 2020 – BP wellbeing program/campaign launches – new name and celebrating 10 years of wellbeing at BP

ACKNOWLEDGEMENTS:

- **Jason Ryan** balanced multiple major external-facing issues last week, including this NY Times story, which was heading in a very negative direction for BP until he corrected the reporter, and leading the rollout of NPC's CCUS study. The latter was thrust upon Jason early this month and he successfully navigated a complex issue.

PERSONNEL

- **Cyber and code of conduct** trainings are due before the end of the year. PLEASE PRIORITIZE GETTING THESE DONE!
- BP "look back" conversations should conclude this week.
- Our new US C&EA Communication **roles remain open through tomorrow, 12/17**. They include (internal links below):
 - Graphic Designer (Houston)
 - Director, Media Affairs (Chicago)
 - Director, Employee Engagement (Houston)
 - Director, Executive & HQ Communications (Houston)

PENDING EVENTS –Please see details in this Percolate [link](#).

INTERNAL

- 12/16-17 – BP US vacation policy enhancements announced [see **Erin Hupp** w questions]
- 12/16 – Bob Dudley holiday note issued globally; U.S. notes to follow
- 12/16 – Fuels, NA HR town hall
- 12/17 – Susan Dio end-of-year note to all BP in the U.S.
- 12/18 – Susan Dio end-of-year note to BP America
- 12/17 – Fuels, NA marketing and sales town hall
- 12/20 – 1/6 – ITK will not publish
- Jan 2020 – BP Style Guide US rollout – stay tuned for this rollout as part of Smart Brevity
- 1/28-30 – US C&EA all hands meeting in Washington, DC
- Ongoing - Marion planning 2020 Benefits fairs

EXTERNAL

- 12/17 CAB BP Student Ideas Competition Awards Ceremony [More info here]
Redacted - First Amendment
- 1/13 week [TENTATIVE] – BPme press release to announce U.S. launch of new loyalty program and web app in Fuels

WHEREABOUTS:

- SEE ATTACHED for availability of US Communications team during the two week holiday (12/23-1/6)

Professional development and background information: Presentation skills

- This month's Harvard Business Review contrasts public speaking with *charisma* versus *presence*. The former is often shown by politicians or Hollywood-types, who “light up a room” and draw us in. However, multiple studies show that audiences often don't remember what they heard for charismatic speakers. The story notes that, “your job as a speaker is not to get the audience to like you, but rather to get your message across.”
- ***Presence* is essentially the inverse of charisma.** While charisma is focused on the speaker, presence is focused on the audience. Presence is about giving something valuable to the audience, not giving them a charmed experience of yourself. What does presence look like:
 - The speaker's attention is focused outwar
 - The speaker is actively thinking about their words as they speak (the opposite of robotic memorizing)
- How can you cultivate presence in order to be able to be fully present with an audience? The author provides six recommendations.

PAID ADVERTISING FOR THE WEEK BEGINNING – December 15

Possibilities Everywhere Campaign

- Search – Google and Bing
- Social - Twitter Meet the Press 'Data Download' Sponsorship (pending brand safe environment)

Natural Gas Education – runs through 12/19

- YouTube
- Social