

Focus Area	Business Benefit	Target	Stretch Target	Team Lead
Supplier Diversity	Our efforts in supplier diversity are aimed at increasing our spend with minority and women-owned businesses to strengthen our economic impact and deepen relationships with lawmakers and key influencers at the state and federal levels.	Drive increase in supplier diversity spend to 3% of total US procurement activity	Grow absolute supplier diversity spend over 2015 levels, despite anticipated reduction in overall US procurement activity	Debra Jennings-Johnson
STEM	Our strategic investment in STEM is necessary to fuel our company's growth and foster the talent we need to advance innovation in the energy industry and across the country. In the next decade, more than half of all new BP graduate hires will require a STEM degree. Direct benefit to the business is in increased employee affinity to BP via STEM community engagement, supporting Talent Attraction and US University Relations in establishing BP as a STEM employer of choice. Indirect benefits come in our ability to leverage our STEM efforts with lawmakers at the state and federal levels who recognize the importance of a high skilled workforce for their constituents.	Contribute to brand recognition and favorability metrics through STEM messaging and activities Hold 5 strategic meetings with key lawmakers and/or staff to share BP's STEM impact and offer free resource for their communities.	Earn national recognition for leadership in STEM education programs and initiatives Earn NSBE 50 Top 10 ranking	Kathleen Martinez
Veterans	Our veterans outreach efforts position BP as an employer of choice among military veterans. Direct benefits include support for achieving OFCCP requirements in partnership with HR and Talent Attraction. Indirect benefits come in our ability to leverage our Veterans efforts with lawmakers at the state and federal levels.	Strengthen brand recognition and favorability metrics through Veterans outreach; Maintain OFCCP audit compliance	Secure 3 rd party advocacy from partner organizations on issues of priority to BP businesses. Earn national recognition as an employer of choice among military veterans (<i>Achieved in 2015; may require different channels in 2016</i>)	Teri Poulton
Strategic Relationships	Our strategic relationships partners can be powerful 3 rd party advocates for issues that are critical to our business. Direct benefit comes when our partners engage as influencers, supporters or defenders on regulatory, legislative, or other policy matters. Indirect benefits comes in our ability to access the network and platform provided by our partners to deliver our messages.	Secure public support and advocacy from partners to mitigate risks and advance business interests	Leverage strategic relationship to mitigate potential litigation or other sensitive matter	Iris Cross / Kathleen Martinez

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COMMUNICATIONS				
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Earned Media	Our Media Affairs efforts – including public thought leadership appearances, press interviews and site visits -- serve to protect BP's reputation by defending the company against misinformation and promoting the work BP does to safely and responsibly provide the energy the world needs.	Get more stories placed, particularly around the Economic Outlook, Sustainability Report, Technology Outlook, and Economic Impact Report as well as our climate position, safety story and business mission to safely and responsibly deliver the energy the world needs.	Focus on engaging non-traditional, specialty publications and outlets, while getting stories placed in national news outlets, ideally on the front page.	Liz Sidoti and Brett Clanton
Reputation	Our focus on safety this year through paid/owned/earned channels is intended to improve opinion leaders' and opinion formers' perceptions of BP as a safe company. Polling shows that a higher standing on safety is important for key audiences to view BP as trusted and credible.	Improve our standing on safety, as well as on trust and credibility, in polling through a safety messaging campaign that spans paid/owned/earned media.	Specifically, increase awareness of how BP is on a constant journey to become an even safer energy company, absolute scores on safety and our marks on safety relative to peers.	Liz Sidoti and Dave Welch
Content	To protect our license to operate and our reputation, we tell the BP story through a range of formats and channels, and it's even more important than ever -- in a low oil price environment when budgets are extraordinarily tight -- to do this work effectively and efficiently.	Develop and implement an overarching U.S. content strategy to ensure earned/owned/paid content and channel alignment.	Emerge as a corporate leader in this space and influence Group C&EA as it realigns its content creation and channel approach.	Liz Sidoti and Emma Meade

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STRATEGY & PLANNING				
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Crisis Response	Help eliminate confusion and potential reputational issues on spill estimates.	Have a series of conversations with executives on the concept and start a real conversation on whether or not we want to do this.	Reach agreement, socialize and implement a spill volume estimate rule for all BP businesses.	Shanan Guinn