

LET'S GET REAL: ALIGNING MARKETING COMMUNICATIONS WITH EMPLOYEE ENGAGEMENT

IABC

St. Louis Chapter

May 28, 2009

Les Landes, Landes & Associates
Katie Sauer, Monsanto Company

Let's Get Real



***When it comes to delivering on
your marketing promises,
does your organization know
how to walk the talk?***

Let's Get Real

What do you believe?

- 1. How much does the quality of relationships within your organization affect the quality of relationships with your customers?**
- 2. How much is the quality of relationships within your organization affected by the level of trust and the quality of communications?**
- 3. How would employees rate the level of trust and quality of communications within your organization if they were guaranteed anonymity?**

Let's Get Real



*In order to optimize alignment
BETWEEN
The Inside and Outside ...*

*You need to have alignment
WITHIN
The organization*

Let's Get Real



In order to improve alignment

WITHIN

The organization ...

You need to strengthen

TRUST & COMMUNICATION

Building Trust

People & Systems in the Workplace:

- ▣ Basic human needs:
 - Security
 - Self-esteem

- ▣ Basic credibility factors:
 - Caring
 - Honesty and openness
 - Responsiveness
 - Competence
 - Reliability
 - Apology

- ▣ Build on the “basics” with:
 - “People-First” systems, processes and policies
 - Deeper understanding of human nature about work

Building Trust

Nationwide Survey

Workers

Managers

Interesting work
Job security
Tactful discipline
Being “in” on info & decisions
Good wages
Loyalty to employees
Appreciation of work done
Chance to advance
Good working conditions
Sympathetic help w/problems

*1999 Survey
Kenneth A. Kovach
George Mason Univ.*

Building Trust

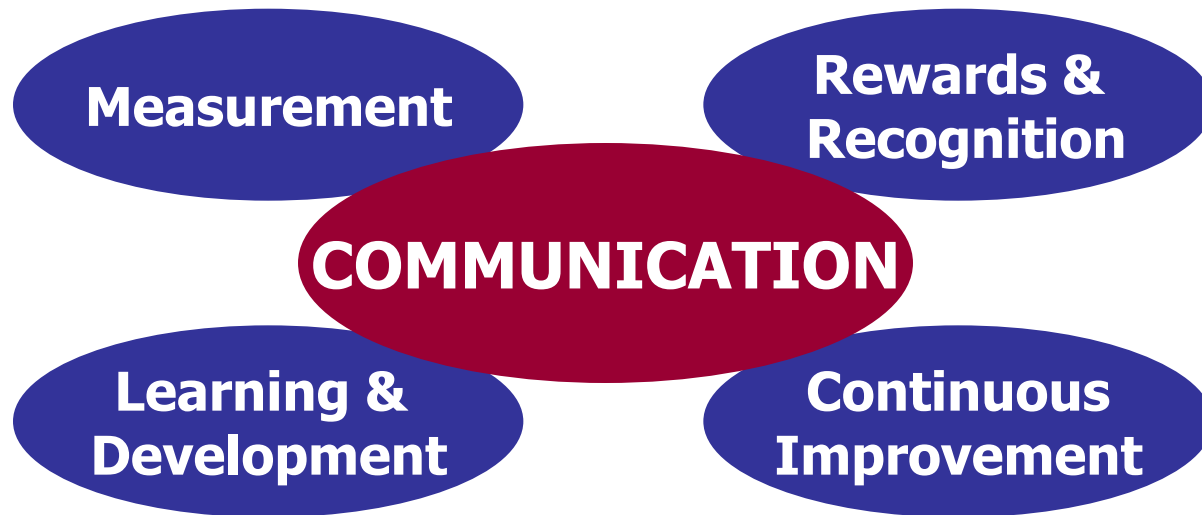
Nationwide Survey

	<u>Workers</u>	<u>Managers</u>
Interesting work	1	5
Job security	4	2
Tactful discipline	9	7
Being "in" on info & decisions	3	10
Good wages	5	1
Loyalty to employees	8	6
Appreciation of work done	2	8
Chance to advance	6	3
Good working conditions	7	4
Sympathetic help w/problems	10	9

1999 Survey
Kenneth A. Kovach
George Mason Univ.

Building Trust

“People-First” Systems, Processes, & Policies



Support claim that ...

“People are our most important asset”

Building Trust

Real-Life, Real-Time Communication

- ▣ **Interaction**
- ▣ **Availability of information (policy)**
- ▣ **Access to information (process)**
- ▣ **Speed**
- ▣ **Relevance**
- ▣ **Inclusion**
- ▣ **Authenticity**

Building Trust

Real-life, Real-time Communication

- **Interaction**



Building Trust

Real-life, Real-time Communication

□ Interaction

*Employees are NOT
a “target audience!”*



Building Trust

Real-life, Real-time Communication

□ Interaction

*Employees are NOT
a “target audience!”*

*“Propaganda ends
where dialogue begins.”
(Marshall McLuhan)*



Building Trust

Real-Life, Real-Time Communication

□ Availability of information

“An individual *without* information cannot take responsibility.

An individual *with* information cannot *help* but take responsibility.”

(Jan Carlzon)



Building Trust

Real-life, Real-time Communication

□ Access to information

**Availability without access
is like having a key without
knowing what lock it fits.**



Building Trust

Real-life, Real-time Communication

□ Speed

Organizational communication has to operate at the speed of life.



Building Trust

Real-life, Real-time Communication

□ Relevance

Watch out for the trap of giving people too much of the information they don't need – and too little of what they do.



Building Trust

Real-life, Real-time Communication

□ Inclusion

Cutting someone out of the communication loop is like cutting off the blood supply to part of the body.



Building Trust

Real-life, Real-time Communication

□ Authenticity

*“The use of buzzwords
anesthetizes you to
the truth.”*

(Warren Bennis)



Communication & Measurement

Real-life, Real-time Communication

- ▣ **Interaction**
- ▣ **Availability of information (policy)**
- ▣ **Access to information (process)**
- ▣ **Speed**
- ▣ **Relevance**
- ▣ **Inclusion**
- ▣ **Authenticity**

Communication & Measurement



Shift from
measuring the value of communications
to
communicating about measures that people value.

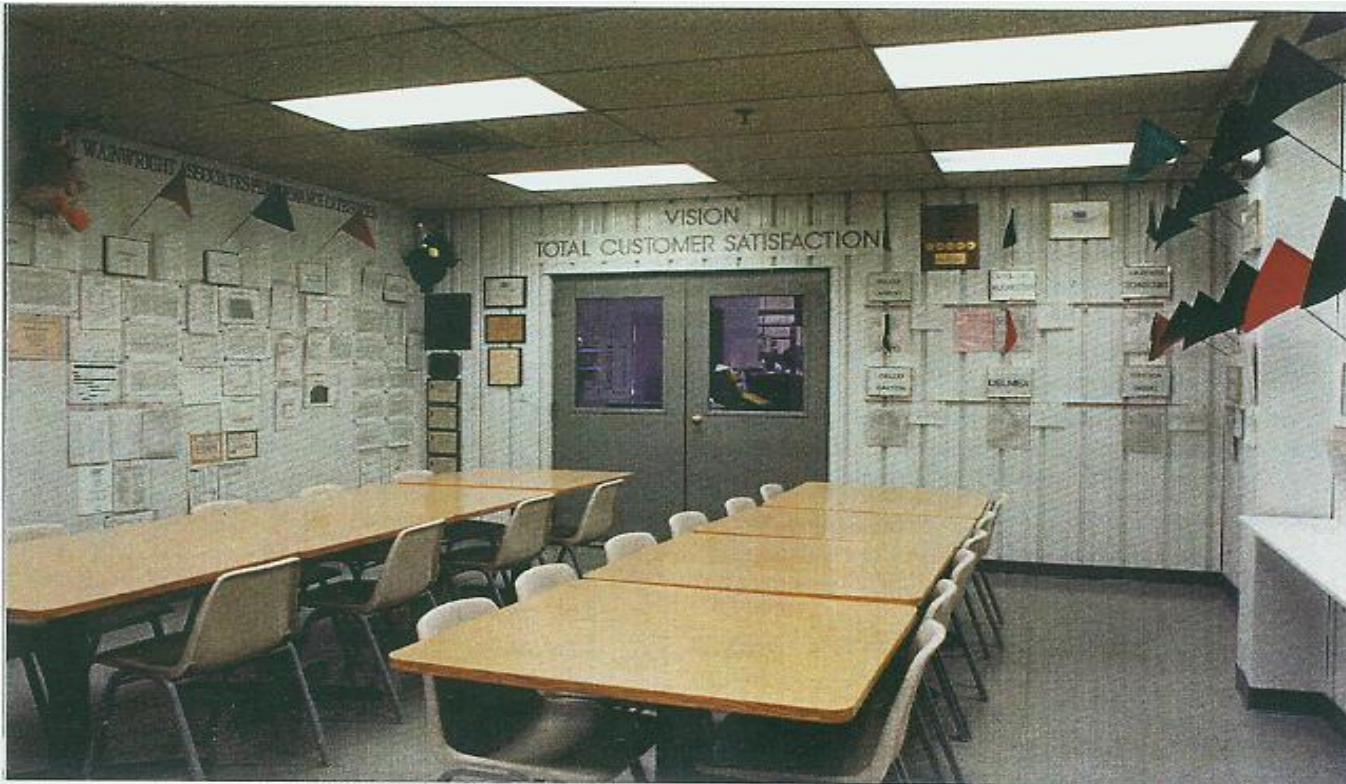
Communication & Measurement

Relevant measures that people value

- ▣ Business goals
- ▣ Employee engagement
- ▣ Quality
- ▣ Productivity
- ▣ Customer satisfaction
- ▣ Financial performance

Communication & Measurement

Relevant measures that people value



Aligning with the Customer

Making a Connection

- ▣ Lexus:
 - All employees speak to customer once a week, and report
- ▣ Boeing:
 - Customer pilots working with designers
- ▣ Quicken:
 - Home visits with customers
- ▣ Toyota:
 - Observe, don't just listen to customers
- ▣ Monsanto:
 - Essential Conversations

Communication & Measurement

Real-life, Real-time Communication

- ▣ **Interaction**
- ▣ **Availability of information (policy)**
- ▣ **Access to information (process)**
- ▣ **Speed**
- ▣ **Relevance**
- ▣ **Inclusion**
- ▣ **Authenticity**

Monsanto – How we got here

- Weekly e-mail newsletter with less-than-exciting articles
- IT decided to replace existing Intranet
- Internal Communications worked with IT to implement a real-time news portal offering employees transparent news about the company and industry—in a timely, conversational manner

What were our guiding principles?

- Interaction
- Availability of information (policy)
- Access to information (process)
- Speed
- Relevance
- Inclusion
- Authenticity

How are we doing?

- 94% of employees have used the site at least once
- 50% of employees access the news pages on a regular basis
 - 75% of employees in North America access the news on a regular basis
- Average time on news page is 3-5 minutes

Tools we use

- Articles
- Photos
- Headlines
- Blogs
- Wikis
- Twitter
- Comments
- Video
- Audio

What kind of articles

- Well-written
- Transparent
- Honest
- Informative
- Useful
- No spin
- No messaging

What does it look like?

The screenshot displays the Monsanto Connection website interface. At the top left is the logo. The top navigation bar includes links for People, Intranet, Places, News, Google, and My Profile. A search bar is present with a dropdown menu set to 'All Profile Data'. On the top right, there is a 'Monsanto Stock' section showing the date (12-Jan-2009 3:34 PM ET), current price (MON: 77.67 -3.47), and DJIA (8,460.83 -138.35).

The main navigation bar contains 'Home', 'News', 'Sites & Services', 'HR', and 'Communities'. Below this is a 'Site Actions' menu with options for 'Set As Homepage' and 'Help'.

Left Sidebar:

- Links:** MyLinks (Edit), Monsanto.com, AP Stylebook, Cafeteria Menus, Learning Express, Room Reservations.
- Admin Central:** Earn 1 Position, Europe Africa, St. Louis.
- TeamSpace:** My TeamSpaces, Public TeamSpaces.

Main Content Area:

Agriculture's Next Big Challenge (RSS)

08-Jan-2009 - President-elect Barack Obama has chosen Iowa's former Gov. Tom Vilsack to be his secretary of agriculture. Vilsack was an excellent choice, but some have criticized the appointment because he supports agricultural biotechnology and commercial agriculture. The critics assume that anyone who holds these views is an enemy of organic farming and sustainable agriculture. We disagree. Norman Borlaug, a Nobel laureate and father of the Green Revolution, has concluded that the world will have to produce more f...

Read More

Navigation: Prev, Pause, Next, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Logos: Monsanto Environmental, Safety & Health; Living the Pledge; BUSINESS CONDUCT

Employee Poll:

Question: When shopping online do you do business with reputable Web sites that offer transaction security like a gold padlock?

Response	Count	Percentage
Always	1019	59%
What's a gold padlock?	317	18%
Sometimes	254	15%
I don't shop online	128	7%
Never	16	1%
Total:	1734	Votes

Bottom Content Area:

ESH, The Pledge & Business Conduct (RSS)

Date	Source	Title
16-Dec-2008	The Pledge	Plan a 2009 Pledge Award nominati...
15-Dec-2008	ESH	Soda Springs: Sentinels of Safety...
19-Nov-2008	Business Conduct	BCO Goal for Managers
17-Nov-2008	Business Conduct	Gifts and Entertainment Handbook
17-Nov-2008	Business Conduct	Copyright Compliance Policy

ESH - Report a near miss | The Pledge | Business Conduct


Surfing the news

The screenshot shows the Monsanto Connection website's news page. At the top, there is a navigation bar with links for 'Intranet', 'People', 'All News', and 'Internet'. A search bar is located to the right of these links. Below the navigation bar, there are tabs for 'Home', 'News', 'Sites & Services', 'HR', and 'My Monsanto'. The main content area is divided into several sections:

- Our Business:** Features an article titled "IT Wins National Award—and Impacts our Bottom Line" with a sub-image of the "InfoWorld 100" award. Below it is an article titled "Monsanto Simplified" with a sub-image of a man in a hat looking through a magnifying glass.
- Being Number Two, To Stay Number One:** Features a sub-image of David Shively speaking at a podium.
- How to Shop Safely...Online:** Features a sub-image of a computer monitor with a "CRIME SCENE DO NOT CROSS" sign.

On the right side of the page, there are sections for "Significant Business News" and "Other News", each with a list of recent articles and links to read more. A "Search News" box is located at the top right, and a "Words of Wisdom" quote is featured below it. At the bottom right, there is a "Feedback Request" section with an email link.

Some story examples



Intranet | People | Places | All News | Internet

My Profile | Search


Monsanto Stock
07-Feb-2008 2:07 PM ET
MON: 106.17 -0.21 (Stock Chart)
DJIA: 12,274.24 +74.14

Home | News | Sites & Services | HR | My Monsanto

Site Actions | Set As Homepage | Help

Monsanto Today | In The News | Press Releases | Archives | Employee Voice | Words of Wisdom

Saving Seminis' Seeds



12/10/2007 - Heritage, a **Seminis** NAFTA hybrid, was likely to experience a \$2 million negative **EBIT** impact in fiscal year '08 and '09. However, because of the hard work and ingenuity of the sales and inventory teams, and the local dealers, that figure is expected to be cut in half.

Seed can only be in recorded inventory for a certain period of time—broccoli, for example, has a shelf life of four years. After that time, the seed is automatically written down and recorded as a loss—what the business calls "obsolescence." Though the seed can still be sold for another two to three years, resulting in a positive recoup, the real fight is to prevent the initial EBIT loss from occurring in the first place.

Heritage broccoli sees more than \$7 million in sales each year. "There a better than fifty-fifty chance the broccoli you eat is Heritage," **Jeff Sals**, area sales manager, said.

But Heritage also faced a huge obsolescence problem. The 6.5 size seed was not selling because many growers were planting broccoli as a secondary crop, and their planters were already set up for the 5-5.5 size seed. Bottom line, Seminis' larger seed would not fit—and the competition was selling only 5-5.5 size seed.

When the sales team dug deeper they discovered that vacuum planters were being used by more and more growers—and the vacuum planters could handle all sizes of seed.

So a plan was hatched. The inventory team of **Alma Long** and **Karen Gong**, and **Tom Scurrah**, global crop planner, began providing information to the sales team on seed stock, enabling the sales team to manage the inventory directly.

"We had to get a little more creative to move the larger seed," Sals said.

"We are working closely with sales in order to reduce the current inventory of Heritage broccoli," **Hilda Meza**, Seminis customer service agent, said. "We are supplying samples by batch in order for the growers to try our inventory prior to buying it."

The goal was to find the farmers who use vacuum planters and sell them the larger seed, before the obsolescence date hit. Soon, dealers started buying into the idea and began filling orders from vacuum planter users with the larger seed, while still providing the smaller seed to those without vacuum planters.

"The impact will likely be a reduction of the potential obsolescence by more than \$1 million in the next nine months," **Dan Croker**, optimization solutions commercial lead, said. "We will sell the seed that had been in inventory for many years, thanks to the cooperation of the sales and inventory teams and the dealers."

Sals also stressed that this seed is being moved out without offering any discounts, so not only are they preventing the obsolescence write-down, they are also maintaining full profitability.


With the plan in place, it now looks like all of the 2004 seed will be out the door before obsolescence—resulting in a large savings, protected profits and a plan that can be used for years to come—and potentially be used for other seeds facing the same obsolescence issue.

Article by **Mark Sutherland**.

Feedback

Help improve Monsanto Today—Was this article useful? Yes No

[Comment on this article](#)



Intranet | People | Places | All News | Internet

My Profile | Search


Monsanto Stock
07-Feb-2008 2:01 PM ET
MON: 105.94 -0.44 (Stock Chart)
DJIA: 12,264.56 -64.46

Home | News | Sites & Services | HR | My Monsanto

Site Actions | Set As Homepage | Help

Monsanto Today | In The News | Press Releases | Archives | Employee Voice | Words of Wisdom

Mr. Washington Goes to Monsanto



12/19/2007 - In recent weeks, U.S. representatives from Missouri and Iowa have toured Monsanto facilities in both Ankeny and St. Louis.

These congressional visits reflect Monsanto government affairs' (GA) efforts to build and maintain positive rapport with key policy makers in states and districts where the company has facilities and employees.

"One of the best ways to communicate with policymakers about what we do is to bring them to our facilities to see with their own eyes what we do," **Michael Dykes**, Monsanto government affairs lead, said. "It's an opportunity to educate them on why it's important to our farmer customers and employees who are their constituents, their voters."

On Nov. 27, **Congressman Leonard Boswell** stopped by Monsanto's Ankeny, Iowa, facility. Boswell, who grew up on a rural farm in Iowa, represents Iowa's 3rd Congressional District, and is the only member of Iowa's delegation on the **House Agriculture Committee**.

"I always enjoy taking the opportunity to visit the Monsanto facility in Ankeny," Boswell said. "And I am always impressed by the technology being developed out of this facility. I was particularly excited to learn about technology that identifies corn hybrids which maximize ethanol yield. It is this type of research that has made Monsanto a leader in its field. I'm also particularly pleased that Monsanto continues to expand and invest in Iowa."

In November, Monsanto **announced plans to spend \$230 million** for expansion projects in Iowa.

"We're spending money, creating jobs—and policy makers are interested in the positive impacts our business has for their constituents," Dykes said.

On Nov. 29, Monsanto welcomed **Congressman Sam Graves**, who represents the 8th District of Missouri, to the Creve Coeur campus. Graves is a graduate of the **University of Missouri-Columbia's** school of Agriculture and sits on the **House Agriculture Committee**. A significant number of Missouri farmers reside in Graves' district.

"It's fascinating," Graves commented as the tour closed in G building. "Being a farmer like I am, it's understanding what the potential is out there and what the future is. It gets me excited about agriculture."


Congressman Russ Camahan, representing Missouri's 3rd Congressional District, also took an opportunity to check out the new technology in G building, on Nov. 30.

"I have visited here many times, but I am always fascinated by the technology, how this is actually being put to work in the real world and the people making it happen," Camahan said.

Camahan sits on the **Science and Technology Committee** in Congress. He said Monsanto's work encourages science and technology education, which helps the U.S. leverage its competitive edge against other countries like China and India.

"I am proud that this is happening in my home state," Camahan said. "It gives us a lot to brag about, and it is also really great motivation for me to continue my work and [support] ways that we can work to make these technology transitions for the future."

The GA team believes that building a greater understanding of Monsanto's business and technology helps members of Congress and government officials craft better policy.



One example is patent reform legislation currently before the U.S. Senate. The bill includes language that could undermine intellectual property rights. Monsanto is part of a broad coalition that continues to reach out to members of Congress who are not fully aware of the bill's impact.

"We have to reach out to our senators and representatives and let them know what patent reform means for Monsanto," Dykes said. "These tours are an opportunity for us to illustrate what Monsanto is doing in biotechnology. If we have relationships with these policy makers, and they understand and like what we're doing in biotech, this helps when it's time to make policy decisions that affect our industry."

In addition to patent law, Dykes said that GA is currently working to extend and expand research and development tax credits, support biofuels legislation favorable to farmers and recently succeeded in securing a pilot program that offers lower crop insurance rates for farmers in Indiana, Illinois, Iowa and Minnesota who plant Monsanto's triple stack corn technology. Another big accomplishment by the state and local government affairs team was capturing several million dollars worth of state and local incentives for Monsanto's facility expansion projects in **Nebraska and Iowa**.

"These positive results are announced in a day, but they are the result of months and years of building relationships. Hosting policy-makers at our facilities is one important way we do that," Dykes said.

Article by **Raeann Johnson** and **Mark Sutherland**. Photos by **Chris Paxon** and **Andrew Burchett**.

Blogging in the workplace

The screenshot shows the Monsanto Today Blog interface. At the top, there is a navigation bar with links for People, Intranet, Places, News, and Google. A search box is present with the text 'All Profile Data' and a search button. To the right, there is a 'Monsanto Stock' section showing the date '12-Jan-2009 2:14 PM ET', the current price 'MON: 78.30 -2.84 (Stock Chart)', and the daily change 'DJA: 8,477.08 -122.10'. Below the navigation bar, there are tabs for Home, News, Sites & Services, HR, and Communities. A secondary navigation bar includes links for Monsanto Today, In The News, Yea, News, Sustainability, Blog, Wiki, Press Releases, Words of Wisdom, and Archives. The main content area features a 'Monsanto Today Blog' header with a disclaimer: 'Disclaimer: Articles published in the Monsanto Today blog are the personal opinion of the writer and do not necessarily reflect the official position of Monsanto.' The date '10/31/2008' is shown. The article title is 'Paycheck Politics' with an 'Edit' link. The text of the article discusses the author's experience monitoring media coverage of policy in their Washington D.C. office and their thoughts on the upcoming November 4th election. The author mentions that they live half a block from the school where their precinct votes and that they will not forget to cast their ballot. The article also touches on the question of what will determine the author's vote and the vote of their fellow-Americans and Monsanto employees. The author notes that pollsters often talk about demographic segments as if they are homogenous blocks that vote in unison, but they challenge this notion. A list of bullet points follows, detailing the author's personal background and professional life.

Monsanto Today Blog

Disclaimer: Articles published in the Monsanto Today blog are the personal opinion of the writer and do not necessarily reflect the official position of Monsanto.

10/31/2008

Paycheck Politics [Edit](#)

Listen to the political commentary these days and the conclusion is unanimous—November 4th is the most important election in our lifetimes. I think that depends on how old you are. Or how good your memory is. At some point someone has said that about every presidential election beginning with the first one I paid any attention to—Reagan v. Carter.

But one thing is certain. As someone who works in Monsanto's Washington D.C. office, spends a lot of time monitoring media coverage of policy and lives half a block from the school where my precinct votes, there's no way I will forget to cast my ballot on November 4th.

The question is what will determine my vote as well as the vote of my fellow-Americans and Monsanto employees.

Pollsters often talk about demographic segments as if they are homogenous blocks that vote in unison motivated by this or that message that speaks to some biographic detail or circumstance of their lives. I challenge them to figure me out:

- I live on Main Street—literally.
- My brother-in-law is a plumber named Joe—no joking.
- I work for an organization focused on reducing world hunger (do-gooder), but I'm also a registered lobbyist for a highly profitable multi-national corporation (deviant).
- My father grew up in the Depression, lost money farming and became a union worker—and was a strong advocate of "Reaganomics."
- I spent five years getting a liberal arts degree in English literature—

Focus Areas

- [Behind the Scenes](#)
- [Monsanto Today](#)
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- [Safety](#)
- [St. Louis Scoop](#)
- [Sustainable Yield Initiative](#)
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Archives

- [December 2008 \(1\)](#)
- [November 2008 \(3\)](#)
- [October 2008 \(2\)](#)
- [September 2008 \(5\)](#)
- [\(Calendar\)](#)

Featured Posts

- [A Bunch of Misfits](#)
- [A Fresh Perspective](#)
- [Ethics?](#)
- [Media Trips: Lots of Work and Lots of Good Results](#)
- [Paycheck Politics](#)
- [Tales of the City: President Bush, Hugh Grant and Me!](#)
- [Volunteering: the Monsanto Way](#)

Related Links

- [Monsanto Today](#)
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- [For The Record](#)
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Admin Links

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- [All content](#)

Monsanto Stock [Refresh](#)

12-Jan-2009 2:14 PM ET
MON: 78.30 -2.84 (Stock Chart)
DJA: 8,477.08 -122.10

People | [Intranet](#) | [Places](#) | [News](#) | [Google](#) [My Profile](#)

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What kind of impact does this have?

- Employees start to ask questions
- Questions get answered
- Information is available 24/7
- Employees use that information
- Dialogue begins
- Employees connect
- External PR has to change

Monsanto Today



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Featured Articles



[How We Prove Biotech Crop Safety: Product Safety for Food and Feed](#)

03/30/09

The safety of biotech crops is often questioned by anti-GM groups and sometimes consumers. But biotech crops undergo more testing and oversight before comm...



[How We Prove Biotech Crop Safety: Product Characterization](#)

03/30/09

We constantly see or hear story lines claiming biotech crops cause cancer or biotech crops have led to an increased rate of food allergies, among others.



[Chefs Compete for Healthier Fried Foods](#)

03/25/09

It's a typical Saturday night. You go to a restaurant and order your favorite item on the menu. You know you should be watching what you eat, but you can't...



[HR 875: Monsanto's Dream Bill – Or Just an Internet Rumor?](#)

03/23/09

A recent blog post entitled Monsanto's Dream Bill – HR 875 has created some ripples in the blogosphere and beyond. Several newspapers and even a radio stat...



[Viva La Ag!](#)

03/17/09

Friday, March 20, marks the 36th anniversary of National Ag Day. National Ag Day is celebrated as a part of National Ag Week, March 15-21, which recognize...



[Successful Farming for the Future](#)

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Monsanto in the News

[Planting Cyber Seeds](#)

03/29/09 - St. Louis Post-Dispatch

[Monsanto Scholarship Aims To Increase Wheat And Rice Development](#)

03/26/09 - Brownfield

[Curious Take In Ag Technology Showcase](#)

03/25/09 - The Roanoke Times

[Monsanto Funds Crop Breeding Research](#)

03/25/09 - St. Louis Business Journal

[Monsanto's Grant Named Among Worlds Best CEOs](#)

03/23/09 - St. Louis Business Journal

[Drought-Tolerant Corn Progresses Through Pipeline](#)

03/21/09 - Gothenburg Times (Nebraska)

Agriculture Industry News

[Mahyco To Focus On Abiotic-Stress Resistant Seed Varieties](#)

03/28/09 - The Hindu from The Press Trust of India

[U.S. Needs More New Exports For Doha Deal: Vilsack](#)

03/27/09 - Reuters

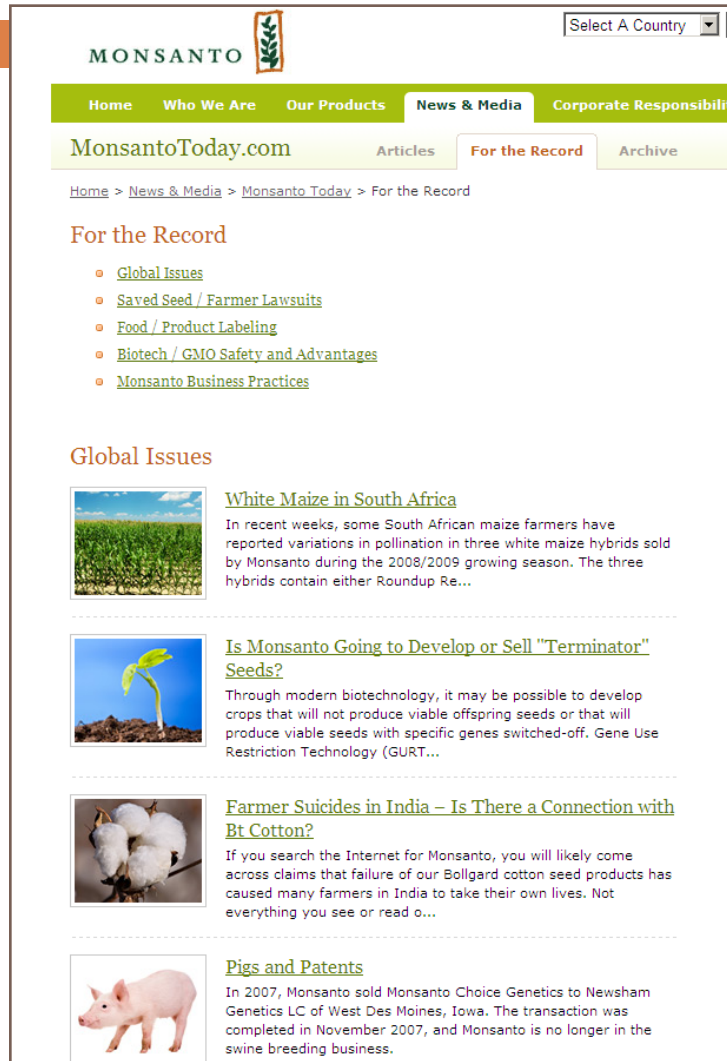
[Nod For Bt Brinjal Likely Around End Of The Year](#)

03/27/09 - Hindu Business Line (India)

[Burkinabe Cotton Farmers Expanding GM,](#)

www.MonsantoToday.com

For the Record

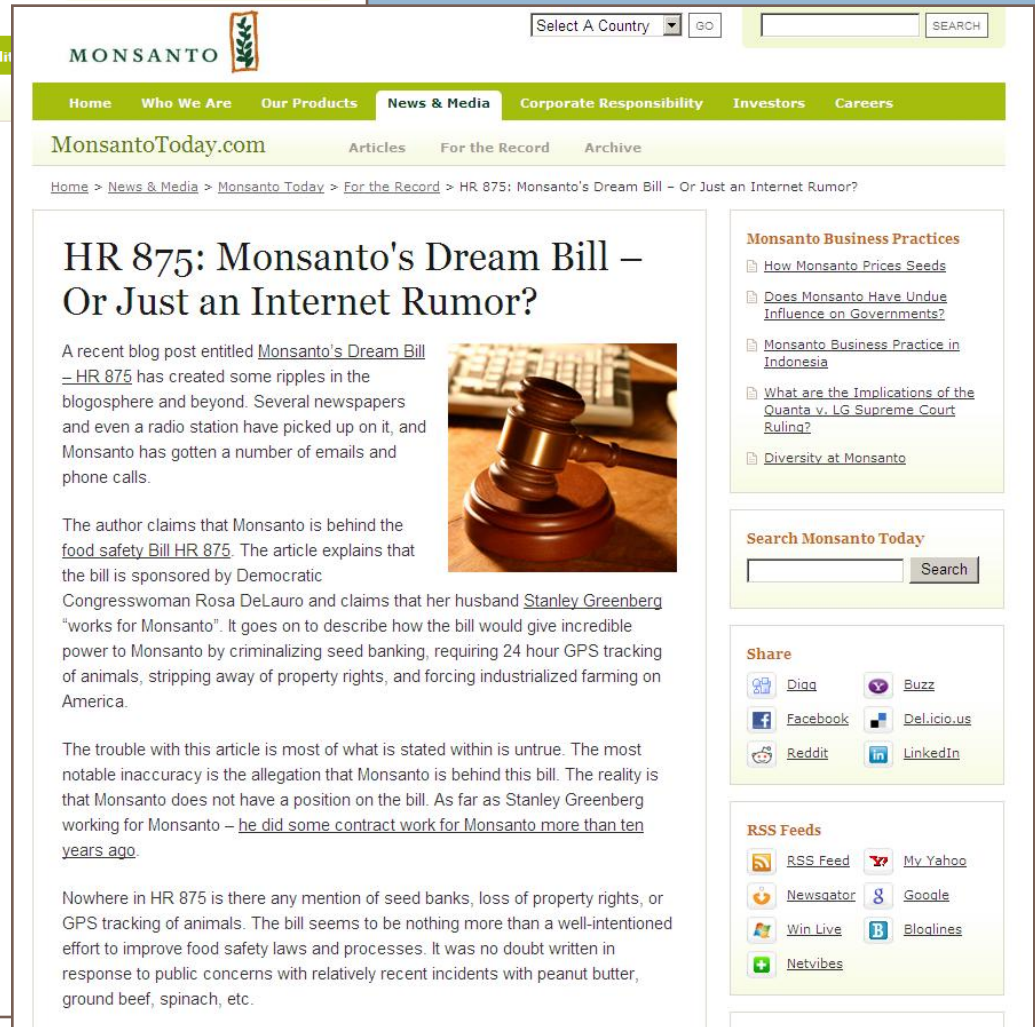


The screenshot shows the Monsanto.com website with the 'For the Record' section highlighted. The navigation bar includes 'Home', 'Who We Are', 'Our Products', 'News & Media', and 'Corporate Responsibility'. The 'For the Record' sub-section is active, showing a list of articles under 'Global Issues':

- Global Issues
- Saved Seed / Farmer Lawsuits
- Food / Product Labeling
- Biotech / GMO Safety and Advantages
- Monsanto Business Practices

The 'Global Issues' section is expanded to show four articles:

- White Maize in South Africa**: In recent weeks, some South African maize farmers have reported variations in pollination in three white maize hybrids sold by Monsanto during the 2008/2009 growing season. The three hybrids contain either Roundup Re...
- Is Monsanto Going to Develop or Sell "Terminator" Seeds?**: Through modern biotechnology, it may be possible to develop crops that will not produce viable offspring seeds or that will produce viable seeds with specific genes switched-off. Gene Use Restriction Technology (GURT)...
- Farmer Suicides in India – Is There a Connection with Bt Cotton?**: If you search the Internet for Monsanto, you will likely come across claims that failure of our Bollgard cotton seed products has caused many farmers in India to take their own lives. Not everything you see or read o...
- Pigs and Patents**: In 2007, Monsanto sold Monsanto Choice Genetics to Newsham Genetics LC of West Des Moines, Iowa. The transaction was completed in November 2007, and Monsanto is no longer in the swine breeding business.



The screenshot shows the Monsanto.com website with the article 'HR 875: Monsanto's Dream Bill – Or Just an Internet Rumor?' displayed. The navigation bar includes 'Home', 'Who We Are', 'Our Products', 'News & Media', 'Corporate Responsibility', 'Investors', and 'Careers'. The article is categorized under 'For the Record'.

HR 875: Monsanto's Dream Bill – Or Just an Internet Rumor?

A recent blog post entitled [Monsanto's Dream Bill – HR 875](#) has created some ripples in the blogosphere and beyond. Several newspapers and even a radio station have picked up on it, and Monsanto has gotten a number of emails and phone calls.



The author claims that Monsanto is behind the [food safety Bill HR 875](#). The article explains that the bill is sponsored by Democratic Congresswoman Rosa DeLauro and claims that her husband [Stanley Greenberg](#) "works for Monsanto". It goes on to describe how the bill would give incredible power to Monsanto by criminalizing seed banking, requiring 24 hour GPS tracking of animals, stripping away of property rights, and forcing industrialized farming on America.

The trouble with this article is most of what is stated within is untrue. The most notable inaccuracy is the allegation that Monsanto is behind this bill. The reality is that Monsanto does not have a position on the bill. As far as Stanley Greenberg working for Monsanto – [he did some contract work for Monsanto more than ten years ago](#).

Nowhere in HR 875 is there any mention of seed banks, loss of property rights, or GPS tracking of animals. The bill seems to be nothing more than a well-intentioned effort to improve food safety laws and processes. It was no doubt written in response to public concerns with relatively recent incidents with peanut butter, ground beef, spinach, etc.

Monsanto Business Practices

- How Monsanto Prices Seeds
- Does Monsanto Have Undue Influence on Governments?
- Monsanto Business Practice in Indonesia
- What are the Implications of the Quanta v. LG Supreme Court Ruling?
- Diversity at Monsanto

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Monsanto According to....

MONSANTO ACCORDING TO MONSANTO



Monsanto According to Monsanto

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[Monsanto According To Monsanto](#) February 10, 2009



Welcome to the premier posting for Monsanto's new blog *Monsanto According to Monsanto*. This blog will address issues related to Monsanto, our business, and technology in agriculture.

The title *Monsanto According to Monsanto* is a spoof of *The World According to Monsanto*, a horribly biased documentary which portrays Monsanto in a very negative light. Aside from the shoddy journalism, we at Monsanto found it incredibly arrogant that the filmmaker would present her own twisted view of Monsanto as the company's view of the world.

Unfortunately there's no shortage of people, particularly on the internet, who have taken it upon themselves to speak about Monsanto – what the company is, what it does, and why. Many of these folks have their own agendas. If anyone should speak to Monsanto's vision of the world, it's those of us who come to work here every day and collectively make this company what it is. This is the main reason for this blog.

Several individuals from Monsanto will be posting to this blog. People

Comment Policy

We encourage readers to comment and engage in respectful conversation about the content posted here.

All comments are moderated and reviewed regularly. Only non-threatening and non-profane comments will be posted.

We will do our best to reply to comments, but cannot guarantee each will be answered.

For the full comment policy, go to the [Disclaimer and Comment Policy page](#).

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MonsantoCo: @czimmerman
Thats crazy, Farm Progress is months away! Clinton isn't too

blog.monsantoblog.com

Tweeting up a Storm

MONSANTO 


Website:
www.monsanto.com

Company News:
www.monsantotoday.com

Company Blog:
www.monsantoblog.com

YouTube:
www.youtube.com/monsantoco

Sustainable Agriculture:
www.producemoreconserve.com



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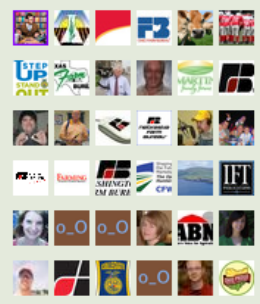
Name Monsanto Company
Location St. Louis, MO
Web <http://www.monsanto.com>
Bio Monsanto is an agricultural company using innovation to help farmers produce more while conserving more. (Twittering done by Kathleen, Social Media Specialist)


139 1,330
following followers

Updates 435

Favorites

Following



 **RSS feed of MonsantoCo's updates**

@markvanbaale They got pretty lucky with yesterdays game though! I was at the stadium as a disappointed Cards fan.

43 minutes ago from web in reply to markvanbaale

Happy Memorial Day everyone. Thank you to all who served for this country.

about 6 hours ago from web

@IowaFarmWriter I didn't have enough characters to add all the ones on here. I will have to make it a 2-parter!

11:46 AM May 22nd from TweetDeck in reply to IowaFarmWriter

Try again! I am going to make this #farm bureau #follow friday!

@farmbureau @ohiofarmbureau @NEFarmBureau @IowaFarmBureau @azfb


7:17 AM May 22nd from TweetDeck

Planting update from IL IA & WI More than just planting, this week looks at what farmers are doing to increase yields.

<http://bit.ly/WVz1O>

11:20 AM May 21st from TweetDeck

RT **@NW_Monsanto_Co**: App deadline for rice and wheat



twitter.com/MonsantoCo

Aligning Inside and Out

Shift from Traditional Communication Roles

- Reporter
- Promoter
- Apologist

Aligning Inside and Out

Embrace New Roles ... and Requirements

- ▣ Focus on supporting relationships more than sending messages
- ▣ Shift thinking about communication from departmental function to lifeblood of organization
- ▣ Help increase capacity of the entire organization to communicate effectively
- ▣ Form interdependent alliances with critical operating functions
- ▣ Avoid promotional hype
- ▣ Take a stand as truth and trust experts and advocates
- ▣ Be a navigator more than a flight attendant

Aligning Inside and Out

“Customers are demanding reality.”

and ...

“Marketing is everyone’s job.”

-- Regis McKenna

Relationship Marketing

***If employees experience high-quality,
“real” communication, customers will too.***