

PHILLIPS 66

COMMUNICATION DELIVERABLES 2

Presented by O.C. Tanner on **11.11.2022**

WHAT YOU WILL SEE TODAY

Communication deliverables:

- Launch eCard
- Welcome emails - leader and employee
- Welcome guides - leader and employee
- Years of Service editable certificate

LAUNCH ECARD



1. "Your energy" text appears. A red line begins to draw around "energy."



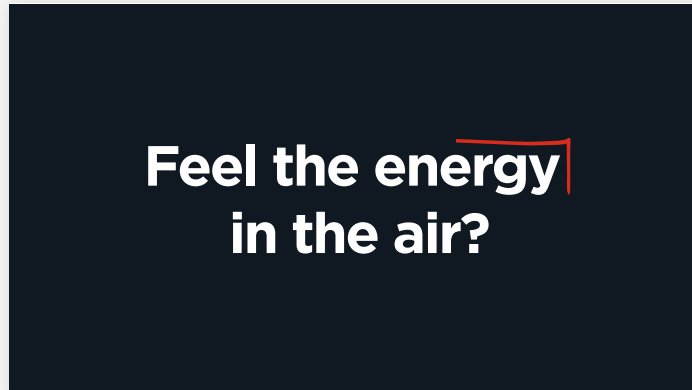
2. The red line finishes drawing in, encircling "energy."



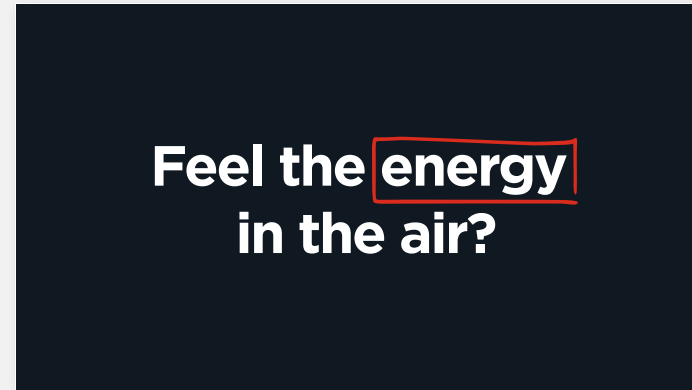
3. "Our appreciation" text appears. A red line draws in, underlining "appreciation."



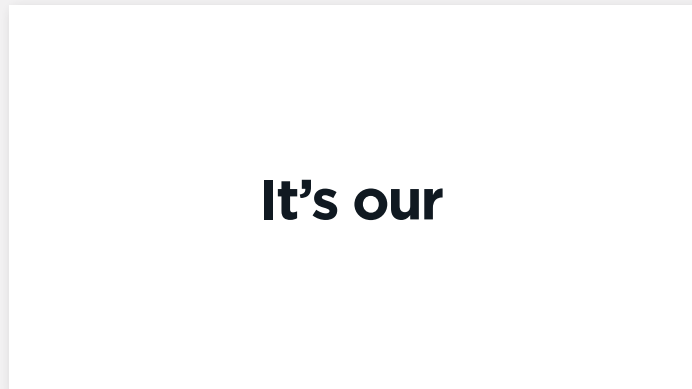
4. Text and line disappear. Black background fades to white. "Appreciation in action" wordmark appears.



1. "Feel the energy..." text appears. A red line begins to draw around "energy."



2. The red line finishes drawing in, creating a rectangle around "energy."



3. Text and line disappear. Black background fades to white. "It's our" text appears.



4. "Appreciation in action" wordmark appears.

Celebrating
you

1. "Celebrating you" text appears.

Empowering
you

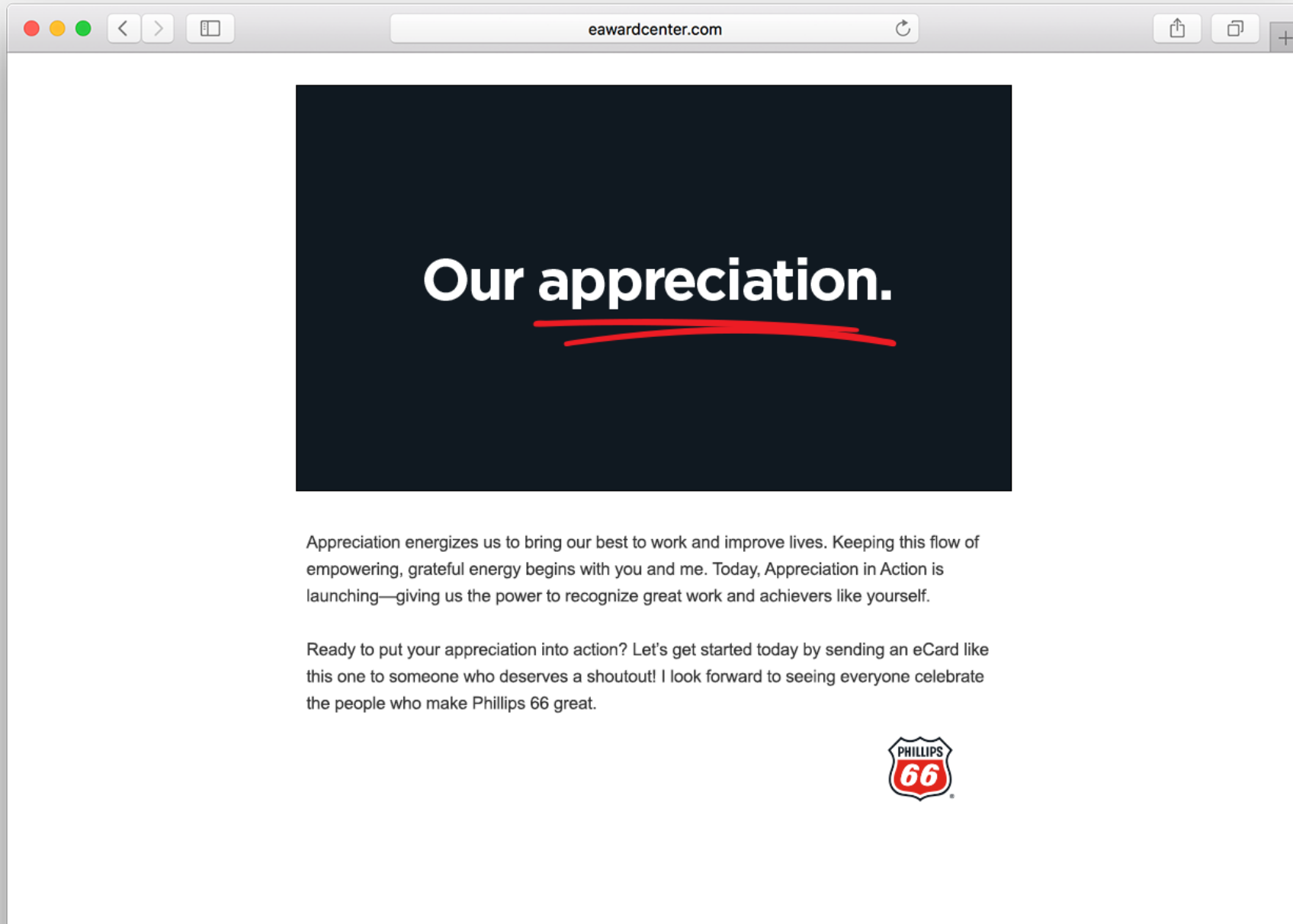
2. "You" text stays. "Celebrating" text disappears.
"Empowering" text appears.

Honoring
you

3. "You" text stays. "Empowering" text disappears.
"Honoring" text appears.

Appreciation
in action

4. Text disappears. "Appreciation in action"
wordmark appears.



Our appreciation.

Appreciation energizes us to bring our best to work and improve lives. Keeping this flow of empowering, grateful energy begins with you and me. Today, Appreciation in Action is launching—giving us the power to recognize great work and achievers like yourself.

Ready to put your appreciation into action? Let's get started today by sending an eCard like this one to someone who deserves a shoutout! I look forward to seeing everyone celebrate the people who make Phillips 66 great.



WELCOME EMAILS

The image shows a screenshot of an email client window. The title bar reads "Your role in Appreciation in Action". The interface includes a "Message" header with a question mark icon. Below this is a toolbar with icons for "Delete", "Archive", "Reply", "Reply All", "Forward", "Attachment", "Meeting", "Move", "Junk", "Rules", "Read/Unread", "Categorize", "Follow Up", and "Send Recognition".

The email content starts with the subject "Your role in Appreciation in Action". The sender is identified as "PH" (Phillips 66) with a circular profile picture, and the recipient is "Christopher Peterson". The date and time are "Wednesday, October 19, 2022 at 1:15 PM".

The main body of the email features a large graphic with the Phillips 66 logo and the text "Appreciation in action" on the left. On the right, a dark blue box contains the text "Energize your teams with recognition". Below this graphic, a paragraph of text reads: "The day has finally arrived—our new recognition program is live! View the attached guide to get your team started on Appreciation in Action and learn why your role in recognition is essential for your team to thrive." At the bottom of this section is a red button with the text "Get Started".


The image shows a screenshot of an email client window. The title bar is blue and contains the text "Introducing Appreciation in Action!". Below the title bar is a "Message" header with a question mark icon. The main toolbar includes icons for Delete, Archive, Reply, Reply All, Forward, Meeting, Attachment, Move, Junk, Rules, Read/Unread, Categorize, Follow Up, and Send Recognition. The email content starts with the subject "Introducing Appreciation in Action!". The sender is identified as Phillips 66, with a profile picture showing the initials "PH". The date and time are "Wednesday, October 19, 2022 at 1:15 PM". The recipient is "Christopher Peterson". The main body of the email features a large graphic with the Phillips 66 logo and the text "Appreciation in action" on the left, and a dark blue box with the text "Share the power of appreciation" on the right. Below this graphic is a paragraph of text: "Do you feel the energy in the air? Appreciation in Action, our new recognition experience is here! Explore the attached guide to learn how to make the most of our new recognition tools and why appreciation is essential for you and your teammates." At the bottom of the email is a red button with the text "Get Started".

Message

Introducing Appreciation in Action!

PH

Phillips 66
Wednesday, October 19, 2022 at 1:15 PM
Christopher Peterson


Appreciation
in action

Share the power of appreciation

Do you feel the energy in the air? Appreciation in Action, our new recognition experience is here! Explore the attached guide to learn how to make the most of our new recognition tools and why appreciation is essential for you and your teammates.

[Get Started](#)

WELCOME GUIDE | LEADER

LEADER GUIDE

Appreciation
in action



Empower your team with recognition



Our people are Phillips 66's most valued resource—as leaders, it's our responsibility to always look for ways to encourage their growth, amplify their talent, and build a team environment that gives them a sense of belonging.

Appreciation In Action is your tool to empower your people and let them know their efforts are valued. Please take time to discuss the information in this guide with your team and share how their appreciation can make an impact.



POWERFUL RECOGNITION TOOLS

Appreciation
in action



Send eCards
Appreciation in Action has dozens of eCards that are great for recognizing their everyday wins and unique talents. Everyone likes to feel valued for their efforts, so celebrate your team's achievements frequently.

Nominate for awards
Awards are for work that really inspires and impresses you. When you see someone living by our values and bringing Our Energy in Action (OEIA) behaviors to life, submit an award nomination and present the award once approved.

Celebrate in the social feed
See the great work happening across Phillips 66 in real time. Participate in the celebration by liking and adding comments to achievements featured in your feed.

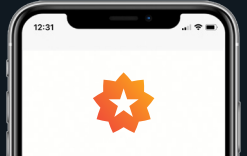
Redeem points
As you and your team receive recognition, you'll collect points that can be redeemed in our award store! Shop top brands, gift cards, subscriptions—and more.

My team dashboard
Your leader dashboard helps you keep up with your team's recognition activity with easy-to-understand stats. Here you can see at-a-glance who is recognizing frequently and who might benefit from a little extra gratitude.

Visit Appreciation in Action via Connect to get started!


Download the app

Excellence can happen everywhere, and with the **Great Work app** you can appreciate everywhere too. Encourage your team to download the app to start saying thanks!



PUTTING GRATITUDE TO WORK

Appreciation *in action* PHILLIPS 66



- 1. Recognize often**
The more we look for great work, the more we see. Make it a team effort for everyone (including leaders) to schedule some time each week to appreciate the positive energy team members bring.
- 2. Make it timely**
Emphasize to your team that they shouldn't hesitate to appreciate someone—recognition means more when it happens along the way.
- 3. Be personal**
Remind your team that when they recognize coworkers, to give precise details about their positive impact. This helps people feel seen and appreciated.
- 4. Make it inclusive**
Recognition is for everyone. Help your team look for opportunities to celebrate the growth and achievements of people across Phillips 66.


ORGANIZE A RECOGNITION MOMENT

Appreciation *in action* PHILLIPS 66

Plan some time during team huddles to present awards and eCards that team members have earned. This impactful recognition practice makes the receiver feel great, energizes the team, and inspires everyone to make recognition public.

Tips for making a recognition moment special:

- Set up a way for remote team members to participate.
- Print award certificates for in-person presentations or email to remote recipients.
- When presenting the award, say a few words about what the recipient accomplished, why it sets them apart, and how it made a difference. Be sure to connect the great work to our values or OEIA.



Leaders who make recognition personal are

16x more likely to create inclusive teams

Global Culture Report, O.C. Tinner Institute

CREATE MEMORABLE ANNIVERSARIES



Celebrating career milestones is a meaningful part of recognition at **Phillips 66** that has a long-lasting impact. Anniversaries are different than everyday great work—they're a chance to create memorable and uplifting experiences for people and teams. As a leader, your participation and planning are important.



A gift for the special moment

As a part of their anniversary celebration, the team member will receive points in their **Appreciation in Action** account. When it's your anniversary, visit our award store and redeem your points to choose something you love.

Plan a celebration

A meaningful career celebration doesn't happen by chance. About a month before a team member's anniversary, take some time to thoughtfully coordinate the event.

1. Tailor the celebration to the honoree—ask them how they'd like to mark the special moment. What will make them feel most celebrated?
2. Select a date on or close to the anniversary and invite the team, virtually or in person. For longer-tenured employees, consider including the department, family members, or friends.
3. A couple weeks in advance, ask a few teammates to plan on sharing a short, memorable story or what they admire most about the person.
4. On the day, honor the individual with a few simple, sincere remarks of your own. Describe how the team and Phillips 66 have benefitted from their contributions. After everyone has spoken, be sure to give the honoree an opportunity to say a few words as well.



Start leading the way in recognition!

Visit **Appreciation in Action** via [Connect](#) to get started.

WELCOME GUIDE | EMPLOYEE

EMPLOYEE GUIDE

Appreciation
in action




Improve lives with recognition

Energy is key to sparking innovation and growth—and nothing energizes people more than recognition. Appreciation in Action is here to help build a culture that celebrates moments of innovation and empower every one of us to do transformative work.

The best part of it all is that you hold the power to improve lives at work with recognition. The most impactful appreciation comes from the people who work by our side and know us best—that's why we need your help! **It all starts with you.**



POWERFUL RECOGNITION TOOLS

Appreciation
in action | 

Send eCards
Did someone's great work positively impact you? **Appreciation in Action** has dozens of eCards that are great for recognizing everyday successes. Anyone can send and receive eCards, and everyone likes to feel valued for their everyday efforts.


Nominate for awards
Awards are for big wins, extra-mile efforts, and people who bring Our Energy in Action behaviors to life in inspiring ways. When work truly impresses you, submit an award nomination.

Scroll the social feed
See the great work happening across Phillips 66 in real time. Join the celebration by liking and adding comments to achievements featured in your feed.

Redeem points
As you receive recognition, you'll collect points that you can redeem in our award store! Shop top brands, gift cards, subscriptions—and more.

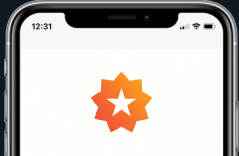
Manage your account
Check out all the great recognition you've given and received, review past orders, and update your profile photo and personal settings.

Visit [Appreciation in Action](#) via Connect to get started!



Download the app

Excellence happens everywhere, and with the **Great Work app** you can appreciate everywhere too.



PUT YOUR GRATITUDE TO WORK



1. Recognize often

The more you look for great work, the more you'll see. Anyone can give recognition, so schedule some time each week to appreciate the positive energy your teammates bring.

2. Don't wait

No need to save your thanks for the end of a project. Recognition means more when it happens along the way.

3. Be personal

Tell someone exactly what impresses you about them, the unique skills or talents you notice, and how their work connects to our values and Our Energy in Action.

4. Include everyone

Everyone has unique strengths and needs to feel appreciated. Recognition isn't about comparison—just recognize each team member's individual growth and achievement.

5. Make a moment

Team huddles (in person or virtual) are great places to make online recognition public! Sharing the power of appreciation makes the receiver feel energized and inspires them to keep bringing their best.



Giving and receiving personal recognition creates an environment where everyone is

44% less likely to suffer from burnout

Global Culture Report, O.C. Tanner Institute

CELEBRATING YOUR CAREER



Every career at Phillips 66 is completely unique. Full of great moments, friendships, challenges, and accomplishments. When you reach your career anniversary here, we'll always stop to celebrate your growth and the great energy you bring to our team.

A gift from us to you

Your special moment wouldn't be complete without a gift. When celebrating your anniversary, you'll receive points in your **Appreciation in Action** account. Reward yourself with something you'll love. You certainly deserve it.



Know someone who deserves to be celebrated today?

Visit Appreciation in Action via Connect to share your appreciation.

**YEARS OF SERVICE
EDITABLE CERTIFICATE**

25



Raija Nyborg

Celebrating 25 years

Congratulations on this significant milestone in your career! Your inspiring work makes all the difference to Phillips 66, our culture, and communities. We appreciate the energizing impact you make and the commitment you bring every day.

Mark Lashier

President and Chief Executive Officer

Appreciation
in action



25

Appreciation
in action

Raija Nyborg

Celebrating 25 years

Congratulations on this significant milestone in your career! Your inspiring work makes all the difference to Phillips 66, our culture, and communities. We appreciate the energizing impact you make and the commitment you bring every day.

Mark Lashier

President and Chief Executive Officer



NEXT STEPS:

Phillips 66 provides feedback/approval by **Wednesday, Nov. 16**

O.C. Tanner revises as necessary and rolls out additional communication deliverables



O.C.TANNER