Alex Gorsky Thought Leadership

Content Strategy Playbook

Johnson & Johnson

What Is Our Opportunity?

Build the content footprint to counteract current and future negative activity

Activate with speed and agility; maintain steady cadence

Champion transformational leadership

Shape and own the narrative; be distinctive and personal

Enhance reputation of and operating environment for J&J

What Defines Our Content?

Alex is the…

Advocate-in-Chief → Everyday, passionately animating big for good and…

Investing every action, personally and professionally, with a relentless focus on continuously improving **health and wellness** for everyone.

+

Embracing the high velocity of change with **purposeful leadership** that demands agility, inclusiveness, collaboration and transparency; reimagining J&J as a 132-year-old healthcare startup.

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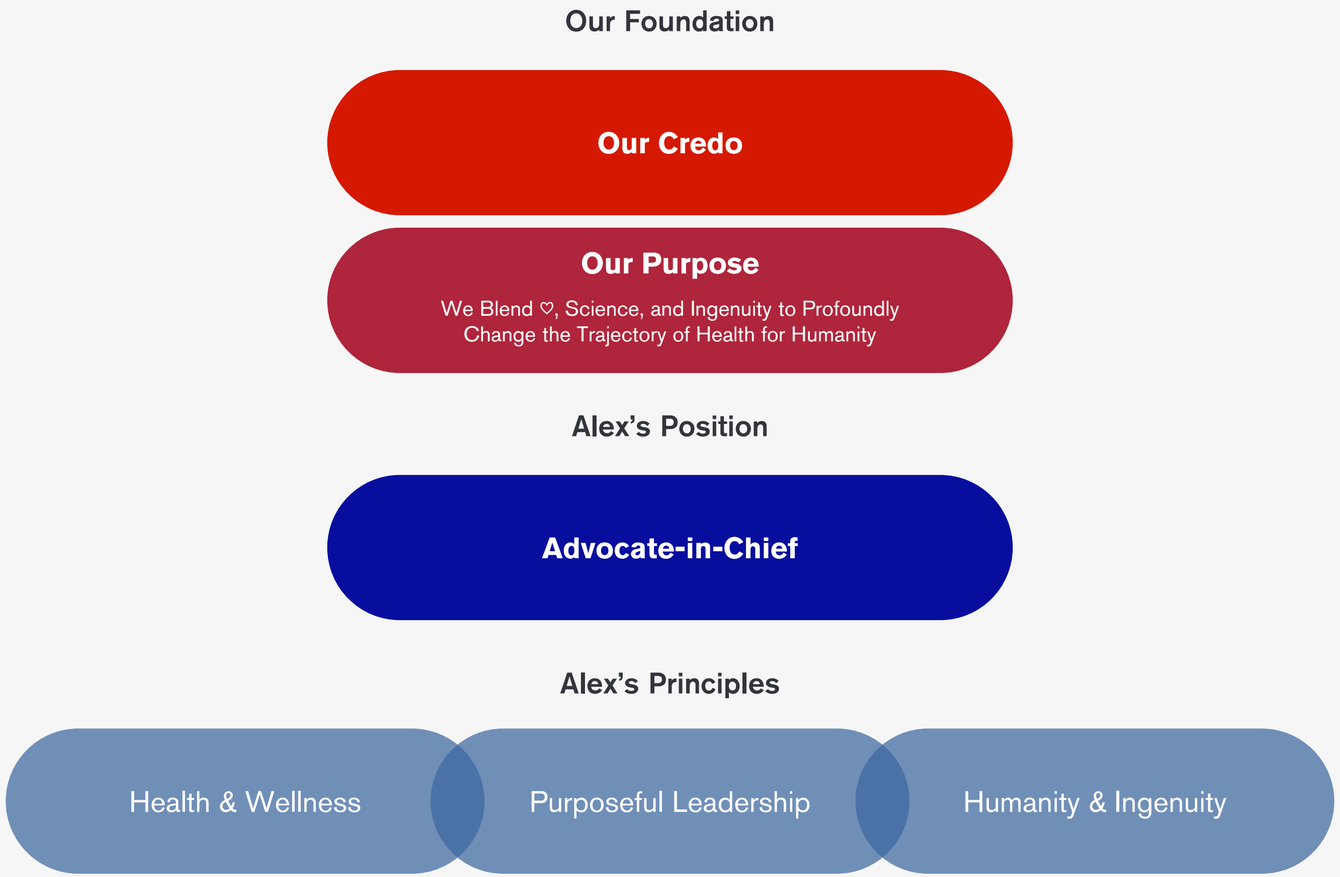
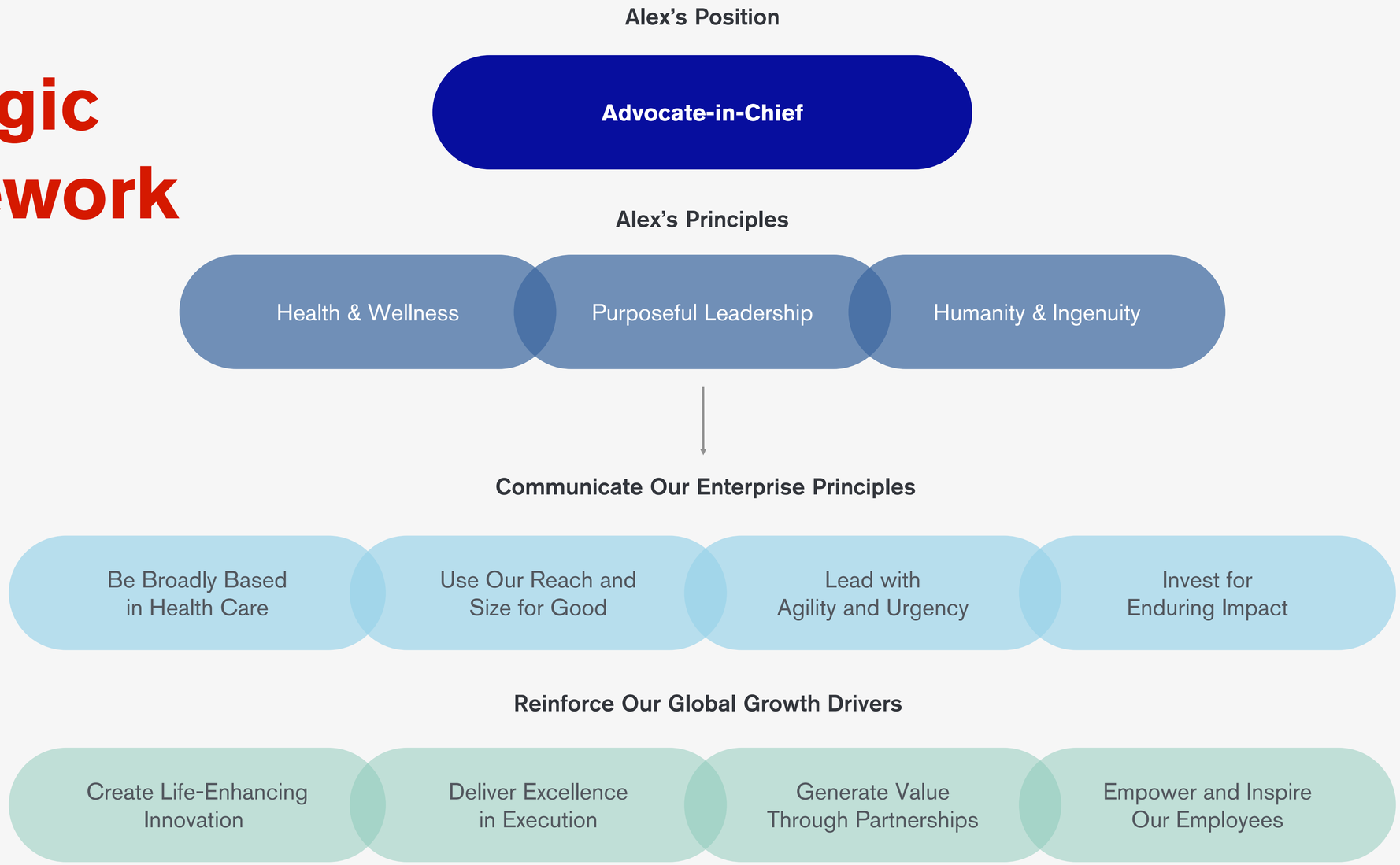
Inspiring **ingenuity** by supporting fundamental science, engineering and technology to pioneer new, novel and simply better ideas, tools and treatments for **humanity**.

Why? To profoundly change the trajectory of health for humanity.

Our Content Strategy



Our Strategic Framework



Alex's Position

Advocate-in-Chief

- Alex is Chief Communicator, translating Our Purpose for each audience he speaks to
- Uses his position of power and access for good — for our company, the industry and the world
- Advocates for the most vulnerable populations: babies, veterans, the poor, the ill
- Empathizes, but offers a voice of assurance for an optimistic future, drawing from his deep knowledge and experience
- Empowers his audience with tools to support and defend Johnson & Johnson, contextualizing our work in ways that matter to everyone

Alex's Principles

Investing every action, personally and professionally, with a relentless focus on continuously improving health and wellness for everyone.

- Promoting our philosophy of keeping people well at every age and stage of life
- Encouraging practices of prevention and proactiveness to manage well-being
- Advocating for fitness as the source of productivity, engagement, leadership and wealth

Tone: The Athlete

Embracing the high velocity of change with purposeful leadership that demands agility, inclusiveness, collaboration and transparency; reimagining Johnson & Johnson as a 132-year-old healthcare startup.

- Leading for an industry that is constantly evolving, fearlessly maintaining agility and progress
- Driving public / private partnerships, advocacy for using size for good
- Embracing new methods of leadership and policy for advancing the company

Tone: The Guardian

Inspiring ingenuity by supporting fundamental science, engineering and technology to pioneer new, novel and simply better ideas, tools and treatments for humanity.

- Championing innovations from within Johnson & Johnson, supporting those across the industry
- Animating Our Credo to demonstrate our commitment to changing the trajectory of health for humanity
- Celebrating human ingenuity in our scientists, technologists and caregivers

Tone: The Visionary

Alex’s Voice

What It Is	What It Isn’t
Statesmanlike	Goofy
Approachable	Promotional
Realistic	Self-Righteous
Encouraging	Fixated on one platform or team
Smart	Operational
Current	Product- or issue-specific
Aspirational	Egotistic

Who is Alex's Audience?

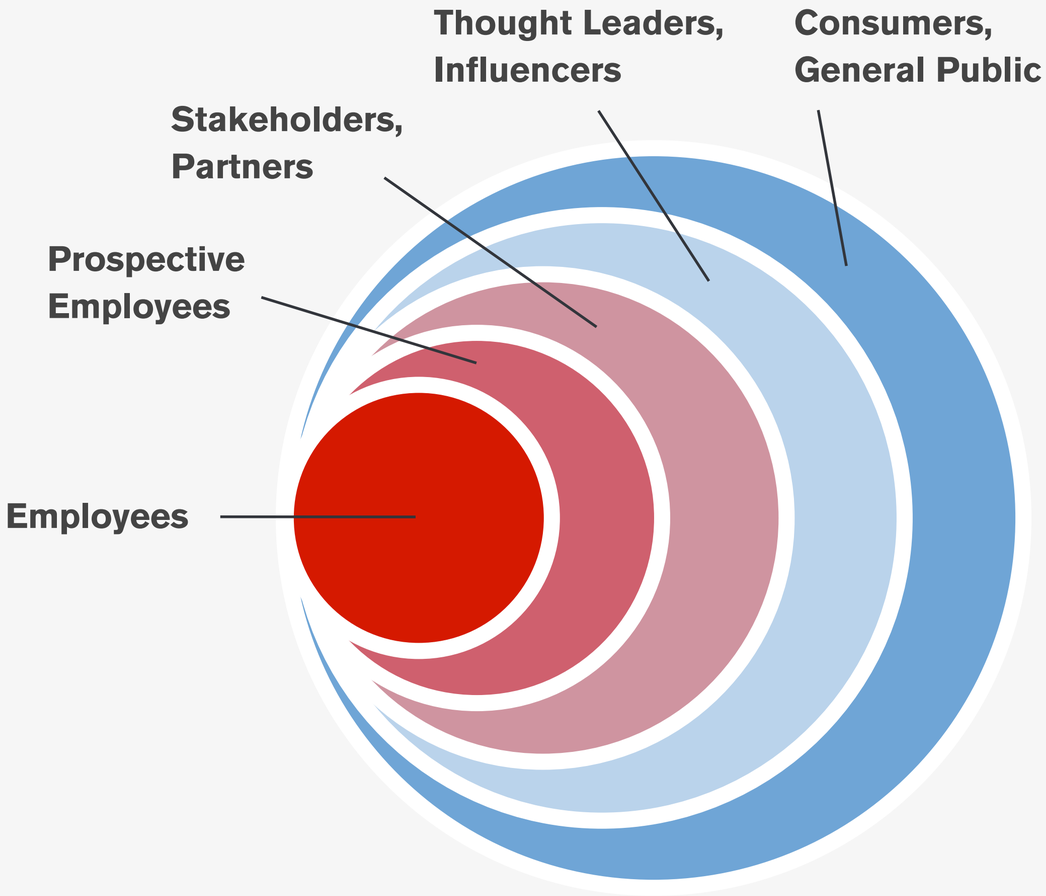
Employees
Internal employees at J&J sit at the center of our target audience. Already familiar with Alex and his personality, they are loyal and supportive — they are our most credible communicators and advocates.

Prospective Employees
Job seekers may already know about J&J's significant performance and reputation. Alex will elaborate — from innovations in the labs to work-life balance initiatives — and share what's amazing about J&J and how his vision supports every employee.

Stakeholders, Partners
Those who have taken part in or benefitted from Alex's work know first-hand how successful he is. Their respect will grow when they learn the heart and ingenuity that goes into each decision he makes.

Thought Leaders, Influencers, Policymakers
Global leaders, the industry and media know of Alex for the company's financial performance and healthcare leadership. As passive supporters, they need to be catalyzed with tools to realize and endorse his personal passions and values.

Consumers, General Public
A large number of J&J's audience are soft supporters — those that like the brand, but may not take action to defend it. Their support will hinge on big events and announcements championed by Alex.



What Do We Write About?

Veterans Affairs
Health & Wellness, Humanity & Ingenuity
How can the private and public sector help veterans, some of the most vulnerable members of our society? Alex offers creative social and policy solutions, tapping into his personal experiences in the military.

Access to Healthcare
Health & Wellness, Humanity & Ingenuity
Alex believes the U.S. needs a comprehensive, stable healthcare system that provides quality healthcare to all. This content will cover ways to modernize care, expand access and convene key players to work together.

Industry Explainers
Health & Wellness, Purposeful Leadership
Alex has a unique understanding of the complex machinations of the healthcare industry. Through easy-to-read posts he'll explain how vaccines come to market, how single payer healthcare might work, and more.

Corporate Leadership
Humanity & Ingenuity, Purposeful Leadership
Modern CEOs are becoming more involved in society than ever. Alex will detail how and why he sees the role of CEO changing now and in the future. This will also be a platform for Alex to take a stand on public issues.

Diversity and Inclusion
Humanity & Ingenuity, Purposeful Leadership
J&J has made significant strides to prioritize diversity in the workplace, from hiring strategies to unconscious bias workshops. Why does this matter so much? And how can we continue to push these policies at J&J and beyond?

Future of Work
Humanity & Ingenuity, Health & Wellness, Purposeful Leadership
What does the company of the future look like, and how will we get there? Alex will look at ways he's modernizing J&J's workforce and other leaders' creative methods he finds intriguing.

What Do We Write About?

Human Performance
Health & Wellness, Purposeful Leadership
Through the lens of his own highly efficient personal fitness, Alex will explore personal and organizational development. How can people manage their energy, time and stress to improve their lives?

Personal Anecdotes
Health & Wellness, Purposeful Leadership
Give a never-before-seen perspective into Alex's personal life, believes and ways of thinking. Who is Alex beyond his leadership position and professional appearance? Tell stories from his past experiences that inform who he is today.

Purpose
Purposeful Leadership, Humanity & Ingenuity
If 2018 is the year of purpose, what does that look like for Alex, the company and for all of his readers? Alex will explore how to find your purpose and how to continue to act on your purpose and aspirations throughout the year.

Career Advice
Humanity & Ingenuity, Health & Wellness, Purposeful Leadership
As a frequent commencement address speaker and subject of leadership studies, Alex has a growing audience of young professionals, particularly at Wharton. He'll leverage his own experience starting up to help others.

Celebrate
Humanity & Ingenuity, Purposeful Leadership
Shine a spotlight on people Alex admires: Johnson & Johnson employees, mentors and mentees, peer executives and close friends. Pieces will not only share the individual's story, but how they inspire Alex.

Morals & Values
Humanity & Ingenuity, Purposeful Leadership
How does Alex express his morals and values throughout his leadership? This year as Our Credo turns 75, he will reflect on its meaning throughout history, particularly examining its significance today.

How Often Do We Publish?

WEEKLY

LinkedIn Updates
3-5 profile updates
3-5 likes, comments

MONTHLY

We Must
3 editorial
2 multimedia

LinkedIn Articles
1 editorial (+multimedia)

Content Hub
3-5 editorial

YEARLY

Medium
2 editorial (+multimedia)

Johnson & Johnson