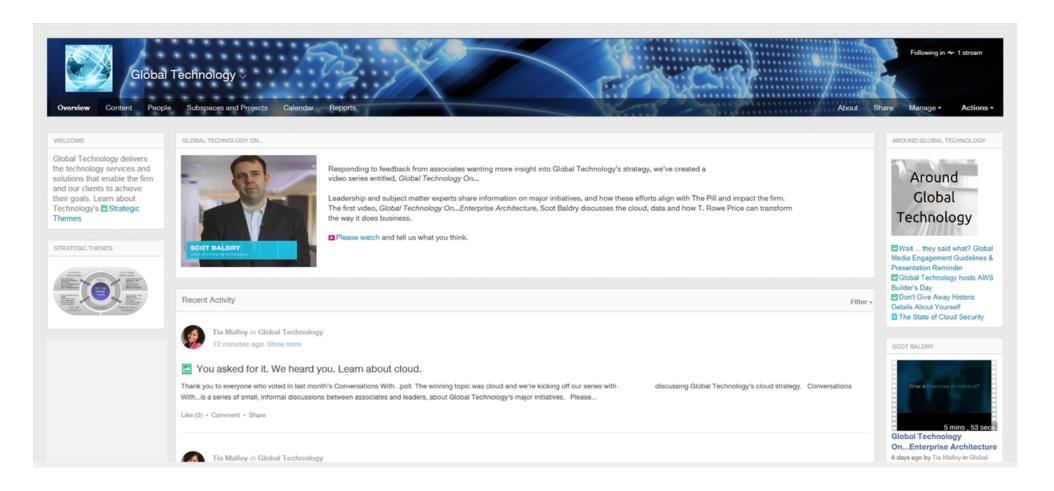
# TIA MALLOY

# Communication Strategist

#### **Leadership Video Series**



WWW.TIAMALLOY.COM

## TIA MALLOY

### Communication Strategist

#### **Leadership Video Series**

#### Overview

- One person or an interview
- Information Technology associates are the primary audience, video can be used to educate multiple stakeholders
- Animation may be needed, depending on topic
- Publish every two months, approx. five minutes long
- Proposed topics: Enterprise Architecture, Cloud, Innovation, Tech Specialization, D&I

#### A mix of these questions in every video:

- In plain language, what is topic?
- How does it relate to the IT strategy?
- How does topic enable the company strategy?
- What should firm associates know about topic?
- What are you most excited about and why?
- What are the long-term goals for topic?

WWW.TIAMALLOY.COM