

Executive Messaging

Use Channels for executives to communicate and interact with coworkers.

Challenge

There are many methods for executives to communicate various messaging. The main issue with most of those methods is they are impersonal and don't provide a sense of connection with coworkers or convey the level of passion and commitment an executive has toward any given subject.

Approach

Create a channel or channels that will be used by the executive(s) for posting videos on a particular topic or a general channel for multiple topics. This can be a one-time communication or could be an ongoing series of communications.

Benefits

- Video postings provide a more personal touch and can help an executive connect with others in the organization
- People can provide feedback allowing executives to engage more directly on specific topics
- An executive will be able to practice their messaging prior to posting the final version in a channel
- Executives feel channels are a quick and simple way to communicate with their coworkers

Applications

- Executive Monthly/Quarterly Updates
- Executive Updates
- Recognition of Top Performers
- Town Halls
- Executive Coffee Corner
- Executive Introductions

Industry Example

Executives of a financial services leader use Channels to regularly communicate news, messaging, and recognition to employees across their locations nationwide. The video element creates a connection with teams and consistency in messaging that would otherwise be impossible.