

### 4 WAYS TO COMMUNICATE VISION

Aligning employees with your company vision is the highest aim of internal communications. When employees understand where the company is heading and why, they're able to see how their individual roles contribute to the success of that vision. That can bring meaning to the most menial of tasks, and a light at the end of the tunnel during periods of disruptive change.

Alignment with the vision also raises engagement and productivity. When everyone is swimming in the same direction, all work flows more easily.

Here are four ways to share and sustain the vision:

#### 1 *A vision book puts a stake in the ground*

Tribe has created vision books as large as a paperback novel and as small as a passport. The goal of such a publication is to clearly articulate the vision, often along with the values that support that vision. We recommend vision books at the launch of a major cultural transformation or immediately following a large-scale change, such as a major acquisition or a new CEO.

#### 2 *Leadership communications make it relevant*

Before employees can walk the walk, they need to hear their top management talk the talk. In town halls and presentations, in blogs and intranet articles, the vision can anchor executive announcements of change, progress, challenges and successes. When those in the C-suite can tie difficult decisions back to the vision, it helps increase employee confidence in the company and trust in its management.

#### 3 *Managers bring the vision to life in day-to-day work*

Although leadership communication is important to set the bar for the vision, employees will look to their direct managers to understand how the vision impacts their individual jobs. Sometimes managers need help in knowing how to communicate that. Tools like discussion guides, talking points and other communication materials can make it easier for them to work vision into the conversation.

#### 4 *A culture magazine shares progress toward that vision*

If the vision book puts the stake in the ground, a digital or print culture magazine sustains the relevance of the vision. Keep vision top of mind with articles on teams that have achieved important milestones or individuals that have contributed in some significant way to the company's ability to realize that vision. Employees appreciate reading about the roles coworkers are playing in achieving the vision, whether those coworkers are in positions like to their own, or in completely different functional silos.

#### *Want to explore the possibilities?*

If you're interested in higher engagement with your company vision, Tribe can help. Please reach out to:

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Tribe's experience includes work with some of the world's top brands.



## TRIBE

#### What does Tribe do?

Our core practice areas are:

- + Strategy and Measurement
- + Vision and Values
- + Internal Branding
- + Change Management
- + Recruiting and Retention
- + Training and Development

We also share our expertise through our industry magazine The Tribe Report, monthly Best Practices one-pagers and the GoodCompanyBlog.com.

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