

Best Practices

3 WAYS TO GET THINGS DONE WITH EMPLOYEE AMBASSADORS

At Tribe, we often harness the power of employee ambassadors to help our clients execute large initiatives. This can be particularly helpful when you need more arms and legs or require representation in multiple geographic locations.

Ambassadors are generally not managers, although they can be. We recommend tapping lower-level employees who want to build leadership skills, or looking for the people who are the perennial cheerleaders in any given work group. We often tell clients to look for the people wearing Christmas sweaters and displaying candy jars on their desks. We're joking, but not completely. People who are naturally enthusiastic and eager to interact generally make good ambassadors.

So how would you use these employee ambassadors? Here are three possibilities:

1 **Content Managers**

We recently taught employee ambassadors to be content managers for the intranet of a parent company that included numerous brands and global locations. With the help of content manuals we developed and a few hours of training, they each generated local content for their brand and geographic location. That meant the site had relevant content that was updated regularly without taxing the short-staffed communications department. For another client, we developed a content manager program for digital signage and then trained ambassadors from each department to create their own digital slides with branded templates.

2 **Event Coordinators**

For almost every employee event we've ever developed, we've depended on employee ambassadors to make things happen. When staging an employee values event that was to occur simultaneously in 27 offices around the world, we started eight weeks out with weekly ambassador conference calls to cover everything from early preparation to final run-of-show.

3 **Change Management SMEs**

When your company goes through a major change, it's hugely important to get accurate information out to employees, since what they will imagine in a vacuum of communication can be much worse than the reality. In addition to having managers cascade information, you can use peer-to-peer ambassadors to make sure you're communicating accurate and consistent messages throughout the company.

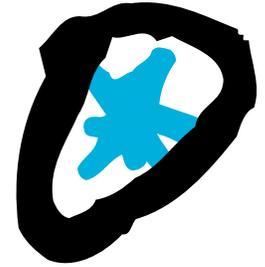
Train the ambassadors to be subject matter experts on the change, provide them with communication tools like talking points and FAQs, and have them serve as on-the-ground informational resources for their teams. Employees will often trust a peer more than top management. Ambassadors can also funnel any employee questions or concerns back to corporate so those issues can be addressed.

Interested in working together?

We'd love to talk. Please reach out to:

Steve Baskin
President and Chief Strategy Officer
(404) 256-5858
Steve@tribeinc.com

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.

www.tribeinc.com