

3 WORST MISTAKES IN LEADERSHIP COMMUNICATIONS

Is there a horizontal silo in your company? In many companies, there's a wide divide between C-suite executives and the rest of the employees.

Internal communications can try to bridge that gap, but not without the leaders themselves getting in the game. In Tribe's national research with employees of large companies, 72 percent say communication straight from top management is important to them. Employees would also like to know the people behind those big titles.

Help your company management understand that there really is no substitute for them speaking directly to employees - via whatever media is most comfortable for them. And steer them away from the unfortunately common mistakes below:

1 *Ghostwritten blogs*

Employees aren't fooled by the manufactured corporate speak pretending to be something the CEO actually wrote. Perhaps they might be able to write very short and casual monthly blog posts of only a paragraph or two. Reassure them that blogs by their very nature are supposed to be off the cuff and human. A blog is more impactful when it reads like casual conversation than an annual report. If your top executives aren't comfortable writing their own blogs, recommend some other channel for them.

2 *Scripted videos*

Video can be a powerful tool for leadership communications, when the executives are comfortable speaking to camera as if they were having a conversation. But a video of a talking head reading from a teleprompter is not only incredibly boring; it also casts doubt on whether the speaker really means what he or she is saying.

Give your leadership talking points, not a script. Remind them that they can mess up as many times as they want and you can edit those parts out. Let them know that coming across as a real human being is more important than seeming rehearsed and flawless.

3 *Over dependence on cascading*

Especially in companies with lots of non-desk employees, cascading information through direct managers can be an effective channel. But it's a mistake to rely on cascading communications alone. Particularly in times of major company changes, employees want to hear directly from top management.

Find a channel or two that are comfortable for your CEO, president and other company leadership. It doesn't matter if it's a town hall or Twitter, a video or a podcast. It doesn't even matter if it's a different channel for different leaders. What is important is that employees experience leadership communicating with them directly and authentically.

Want to help your leadership communicate more authentically?

Tribe can help. Please reach out to:

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