

Three Channels for CEOs Who Don't Have Time to Blog

Few CEOs have the time or inclination to write their own blogs. But having someone else write it, pretending to be the voice of the CEO, is a bad idea. Employees can smell fake a mile away. The whole point of a CEO blog is to build trust in leadership, not to undermine it.

At Tribe, we recommend three channels for busy CEO's to communicate with employees in ways that feel authentic and human.

1 The Q&A

This is the simplest possible solution. Rather than guessing what the CEO is thinking, just ask. Tribe uses this method for several clients on a quarterly basis. Here's just how easy it is to do:

- Book 20-30 minutes on the CEO's calendar once a quarter for a phone call
- Prepare a handful of questions related to the company vision, one of the values, a current business challenge or strategic objective
- Have a nice conversation with the CEO and record it
- Have the conversation transcribed
- Construct a Q&A column using quotes from the transcript
- Have the CEO review it, make any minor tweaks, and you're done

2 Leadership Video

Tribe recently shot a year's worth of monthly videos in one day, requiring about 20 minutes per member of the leadership team. The CEO was interviewed on all 12 subjects, but that took only about an hour of his time. We covered everything from the Vision and Values to building a customer-centric culture to the balance between people and technology. That gave us enough material for more than a dozen ninety-second videos, each featuring the CEO and several other members of the leadership team commenting on the same theme. (We have a Tribe person off camera doing the interviewing, and then of course delete all that in the edit.)

3 Podcasts

If you don't have the budget to shoot video, or if your CEO is shy about being on camera, use the same process above to record audio rather than video. Edit into short podcasts you can post on your intranet or email to employees.

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



TRIBE

Best Practices

What does Tribe do?

We're an internal communications agency working with global and national brands to build employee engagement.

We share our expertise through these monthly Best Practices one-pagers and the GoodCompanyBlog.com, as well as our industry magazine, the Tribe Report. You can see digital versions of past publications on Tribe's website. To subscribe, email Nick@Tribeinc.com.

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