Take the stress out of organizational announcements

**11 ways to simplify the process
and improve the message**

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Organizational announcements take a lot of time for communicators to create and a lot of time for employees to read.

For communicators, you have to research information, write a first draft, go through six or seven rounds of edits, obtain legal approval and complete the programming and preparation necessary to deploy before hitting the send button. *Whew!*

For employees, organizational announcements are boring to read and few people (except those affected) care. *Yawn!*

Don't stress. Imagine you're a yoga student and we're your awesome instructor. *Breathe!*

We'll help simplify organizational announcements to streamline the process and refresh the message.

BEGINNER

1. Articulate objectives
2. Make it easy
3. Shorten the message
4. Show, don't tell

INTERMEDIATE

5. Build standards
6. Clarify roles
7. Develop a segmentation strategy
8. Tighten your criteria

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9. Employ design thinking
10. Build a new framework
11. Get creative

BEGINNER

Simple tweaks to make organizational announcements more efficient

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1. Articulate objectives

Always ask: "What are organizational announcements for?
What impact do we want to have? Is there anything we
need employees to do differently?"

2. **Make it easy**

To make organizational announcements routine and consistent, don't reinvent the wheel. Based on your objectives, which dictate your standards, create a template that you always follow. The idea is this: plug and play.

1. Articulate objectives
2. **Make it easy**
3. Shorten the message
4. Show, don't tell

3. Shorten the message

Is your organizational announcement running 400 words or more? Cut it to 200, 100 or even 50 words. . . include the essential information; no more.

1. Articulate objectives
2. Make it easy
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4. Show, don't tell

4. Show, don't tell

Most organizational announcements are really about a change in an organizational structure or reporting relationships. By creating a chart, you convey that information much more quickly and effectively than using verbiage alone.

INTERMEDIATE

Strategic moves to make organizational announcements more effective

5. Build standards

In the process of making changes, create guidelines for the proposed "new rules" for organizational announcements. Get buy-in from key stakeholders for these improvements.
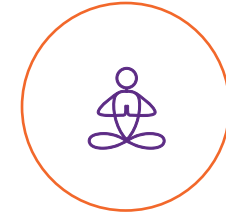
6. Clarify roles

A key problem is that too many cooks are involved—and it's not clear who's really accountable for organizational announcements or who has approval rights. Create a RACI (Responsible, Accountable, Consulted and Informed) matrix to define roles and get buy-in.

7. Develop a segmentation strategy

If 10 percent of your employees cares deeply about an organizational change, and 90 percent does not, why share details with the 90 percent? Instead, send the announcement to those affected and post the notice on your intranet site for everyone else.

8. Tighten your criteria

Organizations send announcements out for too many levels. Think about the level of person (or organizational change) that truly deserves attention. Senior VPs? Functional leads? Heads of businesses? Be strict about setting and maintaining limitations.

5. Build standards

6. Clarify roles

7. Develop a segmentation strategy

8. **Tighten your criteria**

ADVANCED

Unconventional methods
to make organizational
announcements memorable

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9. Employ design thinking

Design thinking is the practice of reframing a problem based on your customers' needs. Use this method with employees to analyze the purpose organizational announcements serve in your company. Then use a blank sheet of paper to redesign your announcements from the ground up.

10. Build a new framework

Most organizational announcements don't really deserve to be stand-alone emails, since most aren't truly news and don't directly affect many people. Consider building an organizational announcement section in an e-newsletter or website.

11. Get creative
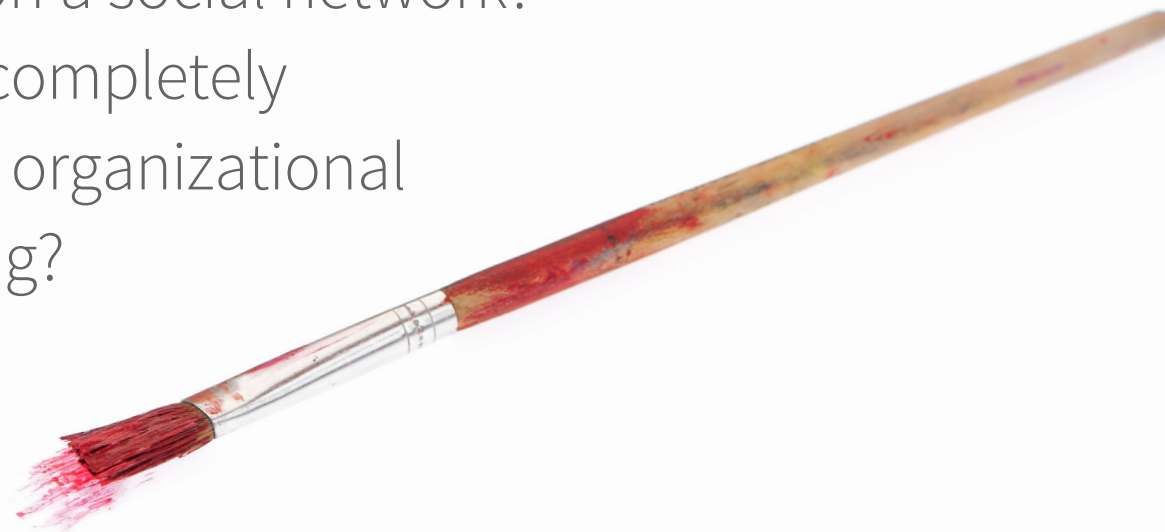
Instead of emails, be creative with your announcements.
Posters? Post-It® Notes, pinned on a wall outside the cafeteria? Or a thread or group on a social network?
If you had the freedom to think completely differently, how could you make organizational announcements really interesting?

Now that you're refreshed, are you ready for more information on organizational announcements?

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