

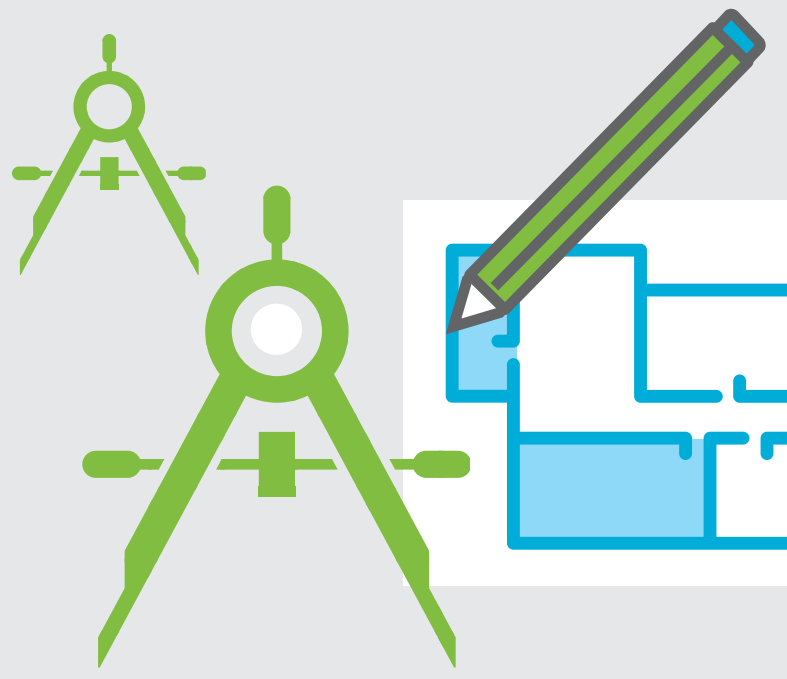
5 ways to refresh organizational announcements

Save time, money and aggravation; here's how

Organizational announcements often require a lot of time—and cost the organization a lot of money. Reduce the amount of time organizational announcements take—and make them more effective—with these five suggestions:

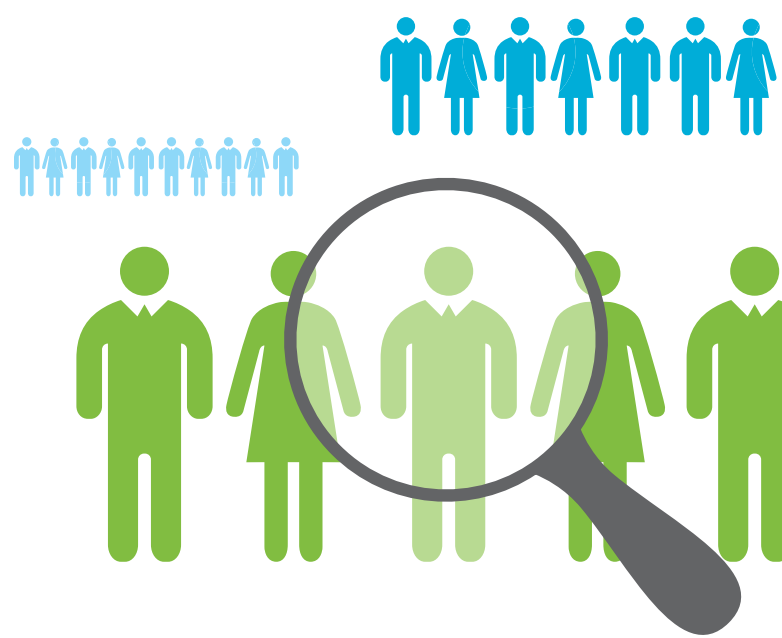
1 Articulate objectives

Always ask: “What are these for? What impact do we want org. announcements to have? Is there anything we need employees to do differently?”



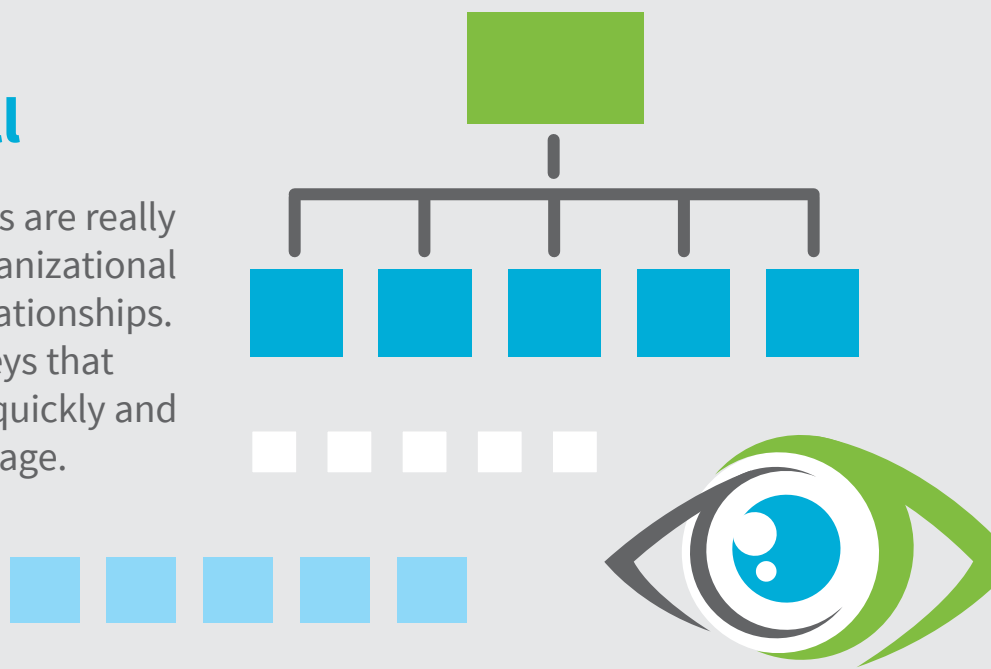
2 Clarify roles

A key problem is that it's not clear who's really accountable for org. announcements. Create a RACI (Responsible, Accountable, Consulted and Informed) matrix to define roles and get buy in.



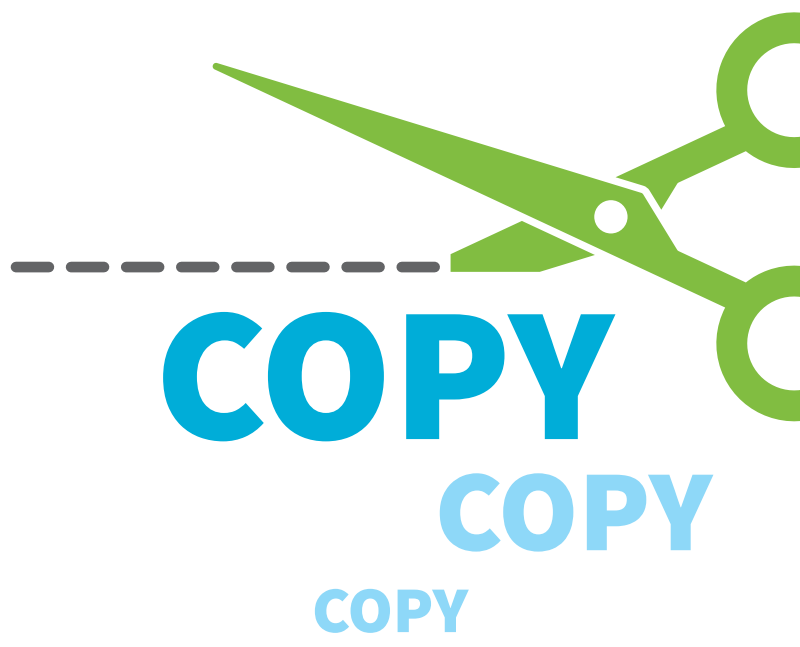
3 Show, don't tell

Most org. announcements are really about a change in an organizational structure or reporting relationships. Using an org. chart conveys that information much more quickly and effectively than any verbiage.



4 Make it short

Are org. announcements running 400 words or more? Cut them to 200, 100 or even [50 words](#)...just the essential information; no more.



5 Build standards

In the process of making changes, [create standards and guidelines](#) for the proposed “new rules” for org. announcements. Get buy-in from key stakeholders for these improvements.

