

Executive E-Visibility Audit

Rationale

E-communication can be an effective way to reach large numbers of staff—but it can be difficult to deliver authentic, personable messages via email or a recording of a town hall.

Goal

This tool will ensure each e-visibility channel that you use has great content to make a positive impact on staff across the organization.

Instructions



1) For each e-visibility channel you use regularly, answer the questions in the “Content Audit” to determine how much opportunity you have to improve the content you share. Each “no” answer indicates room for improvement.

2) For each e-visibility channel you use that requires video, answer the questions in the “Video-Based Capability Audit” to determine how much opportunity you have to ensure staff can easily participate. Each “no” answer indicates room for improvement.

Content Audit

The audit below will help you ensure your e-communication helps staff perceive you as someone who understands their role and their perspective, and as a credible source of important information about the direction of the organization.

Question	Yes	No	If No:
Did you share your title and quick context on your role?			<i>Even if it seems like everyone knows you, new employees are routinely joining your organization—and long-time employees are likely receiving emails from lots of people across the organization, so it's helpful to clarify who you are and what your role is. At a minimum, use a complete signature line with your full name and title.</i>
Did you include a humanizing element (e.g., a personal anecdote, inspirational story, or humor)?			<i>Aim to include a humanizing element each time you communicate with staff. Executives too often seem like distant figureheads to frontline staff. Whether you are writing an email or kicking off virtual office hours, include a brief personal anecdote, inspirational story, or humor to position yourself as not only a leader—but also a relatable fellow team member. Of course, you don't want these elements to distract from the main message you deliver, so we recommend picking just one element to include.</i>
Did you cover the “what’s in it for me?” (WIFM) for your intended audience?			<i>Staff want to understand how what you’re saying will impact them and their day-to-day work. Plan to address your audience’s WIFM right away (e.g., how a change will impact staff workflow, how a new initiative will allow them to grow their professional skills, or how filling out the engagement survey will allow staff’s feedback to guide the direction of the organization). This not only shows staff you’re thinking about how your updates will impact their work, but will help you get ahead of questions and concerns staff might have.</i>
Did you include information about where staff can learn more or get their questions answered?			<i>Let staff know where they can learn more or submit questions about the message you share. If using a written communication channel, include relevant links to more information and the contact information for individuals best suited to answer staff’s nitty-gritty questions. If you’re using a “live” e-communication channel, verbally state this information, and follow up with staff to share the information in written form, too.</i>
Is your e-communication “branded” so it’s easily recognizable to staff?			<i>Consider “branding” any e-communication channel you plan to use regularly (e.g., Conversations with Carol, Michael’s Message). Attaching a brand to your e-communication will make it more recognizable to staff. Additionally, consider scheduling your e-communication on a predictable cadence so staff know when they’ll be hearing from you next.</i>

Video-Based Capability Audit

This audit will help executives using a video-based e-communication make sure the video supports two-way dialogue with remote participants.

Question	Yes	No	If No:
Did participants receive a calendar invitation with details about the session in advance?			<i>Work with the event coordinator to ensure you are advertising the session in channels where your intended audience will see it and that you've sent a calendar invite to your intended audience so the session is on their calendar. Within the invite, include details about the content you plan to cover to generate excitement about the event.</i>
Does the platform allow participants to participate in real-time, either on the phone or by video?			<i>Consider switching to a technology platform that allows virtual participants to participate in real-time. The following platforms are effective options: Google Meet, Skype for Business, WebEx, and GoToMeeting.</i>
Will staff working different shifts be able to access the session?			<i>Schedule multiple sessions so staff who work different shifts will be able to access them. These are the staff who will benefit most from a virtual option, because they are the least likely to interact with you in person.</i>
Can participants give you feedback about the session?			<i>Work with the event coordinator to ensure staff can give you feedback about the session and submit any remaining questions they have, via a simple survey, for example.</i>