

Executive E-Visibility Picklist

Rationale

Many executives are experimenting with various electronic channels to communicate with staff across their growing, complex organizations.

Goal

While no electronic-communication channel is objectively best for reaching all staff at all times, this tool will help you determine which e-communication channels to consider leveraging.

Instructions



Review the table on the following page for a list of effective e-communication channels executives can use to reach more staff. While you can use e-communication channels for a variety of reasons, specific channels are generally better suited for one of three different purposes:

- Answering staff questions and concerns
- Sharing key information with staff
- Letting staff get to know you on a personal level

We recommend leveraging one channel from each section on the following page to accomplish each of the three goals.

E-Visibility Channel

Implementation Tips

Best for Directly Answering Staff Questions and Concerns

Virtual rounding

Virtual “visits” to different areas of the organizations, conducted via webcam.

- ▶ Especially effective for reaching staff who work in other locations
- ▶ Before your virtual visit, ask the leader of the area if there are any specific areas of concern you should address or staff members you should recognize

Virtual office hours

Dedicated time for open-door policy, conducted via webcam.

- ▶ Briefly share any relevant context for the session (e.g., give an overview of a topic area of strategic importance), but structure the session so the majority of time is spent on Q&A
- ▶ Come prepared with discussion questions so you can prompt conversation among attendees

E-newsletter

Regular communication consolidating a variety of organizational updates for a specific audience (e.g., leaders, all employees).

- ▶ Include a prominent section for “Frequently Asked Questions” submitted by staff
- ▶ Provide an email address where staff can submit their questions

Best for Sharing Key Information With Staff

Executive Email

Email sent from an executive to the entire organization or to a targeted cohort.

- ▶ Communicate updates in terms that all staff and leaders will understand (even those who are new to health care and/or the organization)
- ▶ For potentially sensitive updates (e.g., compensation information, key leader departures), share information with leaders first, before emailing staff across the organization (We recommend giving leaders 24 hours to absorb the news before emailing all staff; the goal is to ensure leaders are more prepared to answer staff questions)

Short videos or podcasts

Short video or audio files that can be shared via email, regular e-newsletter, blog, etc.

- ▶ Especially effective for reaching staff who work in other locations
- ▶ Ensure the short videos or podcasts can be accessed on mobile devices so staff who are away from a computer can easily tune in

Best for Letting Staff Get to Know You Personally

Executive Blog

Blog led by an executive featuring organizational information written in a personal voice; staff have the option to opt-in to receive updates; can be hosted internally via intranet or publicly on organization's website.

- ▶ Address topics that are personally important to you
- ▶ Include answers to questions you hear often from staff

Broadcasted interviews with live Q&A

Interviews conducted in person but broadcast virtually, where virtual participants can submit questions to have answered.

- ▶ Alternate between answering questions from in-person and virtual participants