

Does your company need a leadership blog?

Why have so many national and global companies launched internal-facing blogs? Because it's one of the most cost-effective methods of building employees' trust in management. Here are five reasons to consider a leadership blog:

1. It allows the CEO to walk the halls, electronically. In large companies, most employees have little chance of bumping into the CEO. If you have offices in different cities or countries, plants or warehouses, shipping facilities or retail units, a leadership blog can be a powerful way to help employees feel some connection to the person or people at the top.

2. Communication from the top builds trust in the ranks. Employees report they want more communication from the CEO, even if the news is not good news, and even when management doesn't have all the answers. This is not about giving away the secret formula; it's a glimpse of the day-to-day challenges and successes.

3. Engaging employees can help build the business. A leadership blog helps employees understand how they fit into the big picture, and how their role can contribute to company growth. If employees know the CEO has a vision for improved customer experience, for instance, even cleaning the rest room becomes an important contribution towards that goal.

4. It can help the company get ready for business to get better. Now that the initial shock of the recession is behind us, as well as widespread layoffs and cost cutting, employees are left wondering what's next. Are there ways the company has been reinvented during these tough times? Is the company better able to compete in the future after trimming some dead wood? How can employees and departments prepare now for the growth we all hope is ahead? Reading even casual mentions of the CEO's vision for the future can rally the employees' support for leadership.

5. It doesn't have to be complicated. Some CEOs, like David Novak of Yum! Brands, choose to blog daily, off the cuff and usually from the road, sometimes with photos of employees he meets in far-flung company locations. Others rely on a company like Tribe to develop an editorial calendar and ghost write blog posts, based on periodic interviews with the CEO.

A leadership blog doesn't require costly photography or print runs; it can operate with minimal involvement from internal staff; and the time and money spent is primarily on creating content, not ushering communications materials through complex production processes.

If you're interested in seeing what other companies have done, we'd be happy to share some case studies or more information.

Tribe clients include:



TRIBE

Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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