

The Power of a Weekly Company Email

David Cummings explains how weekly emails to your team can become one of the most powerful communication tools at your company. Not only does it create accountability but it also helps align everyone in the company and provide visibility into some of the most important metrics. He follows with a simple template:

- Intro: Quick paragraph summary of last week
- Annual Goals, Quarterly Goals, Quarterly Priority Projects
- Sales
 - The top three weekly metrics for the sales team, or for smaller teams, the top three metrics for every person on the sales team (e.g. calls, appointments, deals won, new recurring revenue, etc.). By having every sales rep listed with their metrics, it provides transparency and peer-pressure to hit their numbers.
 - Comments or highlights from last week (e.g. the name of a big customer win or story from the team)
- Marketing, Services, Support, Engineering, Operations, etc. (each has their own section, just like the Sales section)
 - The top three weekly metrics
 - Comments or highlights from the week
- Culture Highlight: A story or example from the week that exemplifies the company culture and recognizes one or more people

Patty Azzarello from the Azzarello group adds in that the value of a weekly email can go further than just creating accountability. He notes that people want to feel in the loop and weekly emails can help emails feel more informed, connected, and motivated. Azzarello also noted that communicating about the organization to its people should be a more common than not:

“I can tell you that I got what felt like an unfair number of leadership points to be the one communicating with the whole organization about what was going on.”

Tips on Successful Weekly Emails:

- Informal is fine: a regular update doesn't need to turn into a big, formal overwhelming effort. Azzarello says his updates usually include whatever he can think of in 10 minutes on a Friday afternoon.
 - Record throughout the week, get input from Direct Reports before the send out and encourage people who work hard to get their specific accomplishments into the weekly update – use them as idea generators.
- Just start: Azzarello says, “If you think about doing this, just do it.”
- Consistency is vital: regularity can become more important than the content. Once you commit, don't skip:
 - People would rather get minimal content than get no Friday update at all.
 - People felt immediately nervous if I missed a week.
 - If you do this on a regular basis and then start and stop, trust and confidence will degrade.
- Don't be intermittent, either: the lack of predicatability does not build confidence.

Use these tips and more to generate a communication tool for your company. People like to feel like they are in the loop — and it's good for business!

<https://davidcummings.org/2015/12/08/weekly-team-update-email/>

<https://azzarellogroup.com/web/2014/01/15/what-your-employees-need-to-hear-from-you/#.WpGRVJPwZ24>