

7 Steps to Turn Your Team into Communications Champions

1. Assess barriers to success

What's likely to be in your people's way as camp messengers and listeners? ASK if you don't know

- Lack of confidence or skill
- No support from higher-ups
- Don't see it as their responsibility
- No or limited access to target audiences
- Just don't care.

2. Get success factors in place

- Trust in and respect for champions
- Active, visible internal supporters, partners, and early adopters (modelers)
- What's working now.

3. Recruit pilot team of camp communications champions

- *ASK, don't assume*
- *ID best opportunities*: Specific campaign—clear goal and deadline
- *Select small team most likely to act or have the greatest influence*: Evaluate team members' roles, networks, talents, communications skills, personality, and passion level
- *Get to know your champions*: What motivates them? What do their days look like?

4. Systems & tools

- *Design policies and guidelines*: Best practices for conversations and social media
- *Create tools and templates* to ease learning and execution, boost participation and confidence.

5. Train & support

- *Require practice-based training*: Reinforce value and rewards; introduce scenarios; review messages, templates, tools, and policies.
- *Support your champions*: Boost success via ongoing supports—FAQs, hotline or coach, train a trainer in each group.

6. Launch, thank, & reward

Thank your team and reward them with recognition, advancement, or a tangible gift.

7. Assess, Analyze & Revise or Expand

- *Assess pilot impact* via incoming anecdotes and feedback from champions
- *Analyze ROI* (return on investment—impact of communications champions vs. cost and labor of delivering the program) vs. *ROI of other communications methods*
- *Revise program* as indicated OR
Expand your program by adding champions and/or introducing a second campaign goal.