

How to help a new leader through the first 90 days

Build a strong leader presence with effective employee communication

When a new leader comes on board, he or she is eager to shake things up.

But experienced leaders know they should spend their first months:

- Learning about the organization
- Developing an effective business strategy
- Building employee trust

How can you help your leader get started? Use the leader's first 90 days to lay the groundwork for success. Here's how:



Meet Zara

Vice President of Sales

Zara is a new leader who needs help getting acclimated to the organization.

Meet Eric

Internal Communication Mngr

Eric is a communication expert who will help Zara reach, engage and motivate employees.

Days 1–5



Days 6–10



Days 11–40



Days 41–80



Days 81–89



Day 90



Introduce the leader

It's Zara's first week on the job and, while everyone has read the organizational announcement and knows who she is, it's important for her to make a personal introduction.

Eric helps Zara create a video message and draft an email to employees.



➔ Outcome

Employees have an opportunity to:

- Get to know Zara
- Understand her point of view
- Hear her high-level vision

BONUS

Eric creates a visual identity to build Zara's presence and set her communication apart.

For more information about employee communication, visit us at www.davisandco.com

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Create a 90-day communication plan

A leader's first 90 days are considered a transition period when employees are forming opinions about her capabilities. That's why it's critical to create a solid plan for the leader to familiarize herself with the organization's culture and develop a sound business strategy.

Eric sits down with Zara to map out communication strategies and tactics for her first 90 days.



➔ Outcome

- The plan will help Zara:
- Transition into the new role
 - Manage employees' anxieties
 - Determine the organization's values
 - Paint a picture of where the organization is headed

BONUS

Eric develops a series of microblogs to share how Zara will communicate with employees.

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Help the leader meet the team

To engage employees across the organization, Zara needs to step away from her desk and have face-to-face discussions.

Eric encourages Zara to conduct a listening tour—a series of site visits to meet employees in person—and works with each location to manage the logistics.

➔ Outcome

Zara accomplishes a lot. She:

- Meets with her direct reports and employees
- Learns the business
- Discusses what's going well and what's not
- Gathers ideas to help the organization be more successful



BONUS

Eric sends a follow-up email to thank employees and conducts a spot survey to determine the effectiveness of the tour.

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Support the leader to share the strategy

Zara completes her first month on the job and employees want to hear her plans for success.

Eric supports Zara with multiple tactics to launch her strategy, including:

- Town hall for all employees
- Coffee chats—small group informal conversations
- Leader workshops to enlist her direct reports' support
- Live Q&A session on the intranet

➔ Outcome

During this time, Zara holds discussions about:

- What she learned
- What the new strategy will be
- What employees can do to support the strategy

BONUS

Eric writes a recap article about the town hall and includes a quick overview of the new business strategy.



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Measure the new leader's progress

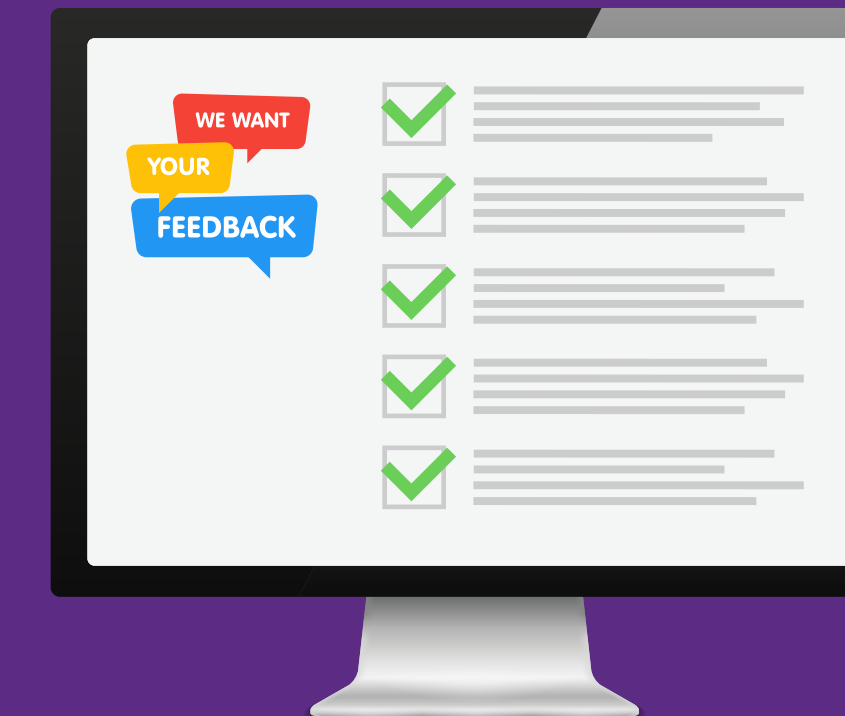
After introducing her new business strategy, Zara wants to gather employee feedback.

Eric creates a 10-question survey and distributes it to all employees.

➔ Outcome

This survey will gauge:

- Understanding about the new strategy
- Whether employees believe the organization is headed in the right direction
- How employees are experiencing leader communication



BONUS

Eric creates an infographic to share survey results with employees.

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Develop an employee communication plan

Now that Zara understands the lay of the land, she needs a plan to keep the lines of communication open.

Eric develops an internal communication plan that supports Zara's business strategy and accounts for employees' demographics and preferences.



➔ Outcome

The communication plan includes:

- Situation analysis
- Objectives
- Strategies and tactics
- Measurement

BONUS

Eric helps Zara share the plan with direct reports and highlight the support she needs to meet employees' needs going

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