

## Guidelines for Fundamental of the Week e-mails

1. It's best to have the first round all come from the CEO as he/she is the Chief Cultural Officer and is the primary voice/sponsor of the culture.
2. Following the first round, it's good to have management team members cycle through the weeks, taking over authoring the weekly message. This gets additional buy-in and begins to cascade the message throughout other levels of the organization.
3. Beginning in the third round, it's very powerful to have non-management employees sign up to take on weekly messages. As you might imagine, this creates an entirely new level of ownership of the Fundamentals.
4. When writing the weekly e-mail, begin by listing the name of the Fundamental and including the description from the Fundamentals card. Then provide your own thoughts on the topic.
5. In your message, you might try to answer some of the following questions:
  - a. Why is this Fundamental so important?
  - b. What would it look like if everyone were doing this well?
  - c. What would be the impact on the organization if everyone did this well?
  - d. What would be the impact if we're not good at practicing this Fundamental?
6. It's extremely helpful to provide some stories/examples of this Fundamental in action. People remember stories and it helps them see the point more clearly.
7. The stories could be from your own experience, or perhaps an example of something you've observed in your organization. The more recent the story, the better.
8. Remember, this is your chance to teach. What do you want people to learn about this Fundamental and its importance to your success?
9. Encourage people to specifically focus on their awareness and practice of this Fundamental throughout the week. If possible, suggest some ways they might do this.
10. In terms of length, I'd recommend that your message be in the range of 2-4 paragraphs. It doesn't need to be a novel.
11. Include your message in the body of the e-mail, rather than as an attachment. This makes it more likely that people will actually read it (they don't have to take an extra step), and makes it easier for them to forward the message.
12. If you have a "group list" that includes all e-mail addresses, I would send to that list each week.
13. If some or many of your people don't have a work e-mail address, you might consider creating a company Facebook page and also posting your message there each week.
14. Try to send your e-mail at approximately the same time each week. I recommend either Sunday evening or Monday morning. This way, they start their week thinking about the Fundamental.
15. If you have a group voicemail, I encourage you to also send your message via voicemail for those who prefer to listen while they're driving or doing something else. If doing voicemail, I suggest you explain the essence of your message in a natural, conversational way, if possible, rather than simply reading your e-mail. No one really wants to listen to you read something to them.