

Promote Organization-Wide Teamwork With Newsletters¹

Arnie Dahlke
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Employee newsletters are typically used by organizations to inform people about organizational changes, to impart needed information, introduce new employees, and celebrate special events such as birthdays and weddings.

However, there is another way to use newsletters that most organizations fail to utilize: *making people aware of the fact that everyone in the organization is interdependent—each of them plays an important role in an organization-wide team.* The newsletter can be used to accomplish this by adding and highlighting three additional features to every issue.

1. Feature A Department

First, pick an entire department (if the organization is small) or a section for every issue of the newsletter.

In an interesting setting, take a group picture of everyone in the department or section. If, for scheduling reasons, it is difficult to get everyone together at the same time, use graphic software such as Photoshop to merge them into a group picture.

Write an article that begins with a description of the overall function of the department or section. Emphasize the key role it plays in the overall organization and how other departments are linked to it. Feature the article, along with the group picture, on the front page of the newsletter as the lead article.

In addition, interview and take a headshot picture of each person individually. Ask questions about how they came to work in the organization, what they do, their interests and/or hobbies, and even any aspects of their personal lives they are willing to share. The idea is to let other people get to know a little about who they are and the role they play in the organization.



A sample newsletter page with a black header containing the title "THE MAIN EVENT" in white, stylized font. Below the header, it says "March, 2010" on the left and "Volume 04 Number 3" on the right. The main article is titled "Hats Off to the Ladies in Our Office" in bold. Below the title is a group photo of four women. To the right of the photo is a short article titled "Without Their Daily Attention to Detail, We Could Not Do Business" with a paragraph of text. Below the photo is a caption: "The Main Street office team (from left to right): Jeanne Jeffrey, Payroll, Patsy Carson, Tag & Tide, Betty Moan, Office Manager, and Carol Lloyd, Payables and Coding."

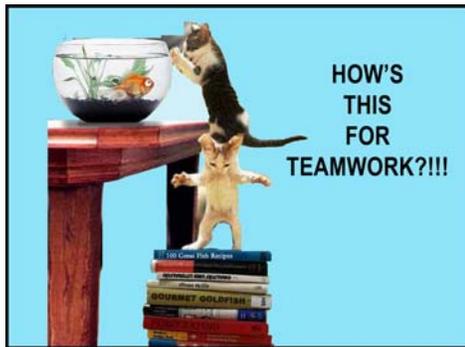
¹ From: http://www.arniedahlke.com/100831_Promote_Organization-Wide_Teamwork_With_Newsletters.pdf
Please take a moment to look at Arnie's site: www.arniedahlke.com

When taking the group picture, as much as possible, get employees involved in the process. As the examples below show, some employees like to have fun with their picture. The first is an IT department in which they decided to include Bill Gates for. The second is a county inspection department in which people are known to have a lot of fun with each other.



2. Include Some Humorous Portrayal Of Teamwork And Team Members

People like to smile. This could be a cartoon about teamwork as shown on the left, or a cartoon created with the picture of an employee, such as the overwhelmed receptionist on the right.



3. Include An Article About Teamwork

In each issue of the newsletter, choose an aspect of teamwork. Either write a brief article about it or find and quote some existing article. Keep it short and to the point and present it in a way that will make it easy for people to read.

Illustrated on the right is an example: the beginning of an article about the pleasurable power of cooperation.

Excel At Teamwork——

The Pleasurable Power of Cooperation

Some fascinating research findings reported suggest that the act of cooperation is “hard-wired.” In an experiment, when people chose a cooperative strategy, rather than a greedy strategy, brain scans revealed that the mental circuitry in the brain normally associated with reward-seeking behavior lit up. The small, brave act of cooperating with another person, of choosing trust over cynicism, generosity over selfishness, made the brain light up with quiet joy.



In my experience, when people feel important in their jobs, they will perform better and with higher morale.

Further, when people in an organization truly feel they are an important part of an interdependent, organizational team, they will work harder to satisfy customer expectations and deliver quality products and services.

***Using A Newsletter Is An Enjoyable And Very Useful Way
To Promote Organization-Wide Teamwork!***