

# 8 GREAT TIPS for SPREADING THE WORD

(L+M)<sup>P</sup>  
The Power of Partnership

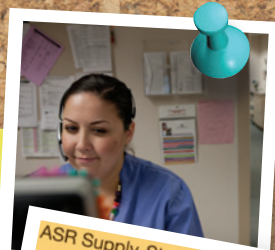
Set up an email list.



Start an email list that includes the email addresses for everyone who belongs to the team—not just the representative group members. Send out a weekly or bi-monthly email with updates on the latest meeting, the team's recent test of change and any other important UBT news.

Put out a newsletter.

Newsletters don't have to be 12 pages long—they can be just one or two pages! You can include articles about your team's recent successes and challenges. [Click here for a newsletter template](#) that you can modify, print out and put in everyone's mailboxes.



Assign "one-on-ones."

Designate one or two people in the UBT to be "communicators." Their job is to check in regularly with each individual in the department and give them an update on the team's projects. Start with someone who is already very social or wants the opportunity to meet new people in the department.



## HOW CO-LEADS OF REPRESENTATIVE UBTs CAN KEEP THE ENTIRE TEAM INFORMED—AND ENGAGED

Just how does a representative UBT makes everyone in the department feel they are part of the team? Here are some communications ideas for representative UBTs.



Rely on huddles.

These quick meetings are an easy way to get everyone on the same page without slowing work down. Huddles help colleagues stay informed, review work and plan small tests of change—and because they're highly visible, they reinforce the message that communication is important.





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Organize occasional unit- or department-wide meetings.

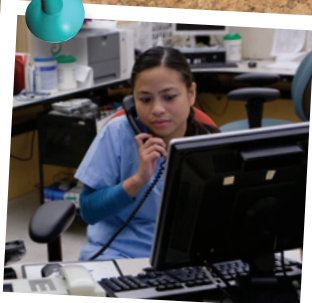
Once a month or once a quarter, organize a potluck lunch and invite everyone in the department to hear news about the progress of their UBT. Not only will you spread information about the work of the UBT, you'll also build more team spirit in your department.



Design a storyboard for your staff lounge.

Create a phone tree.

A phone tree is a network of people organized to pick up the phone and quickly spread information to team members in outlying areas. Phone trees are easy to design: One person calls two people, then they each call two more people, and so on, until every person in the phone tree has been called.



Storyboards are illustrated outlines of your team's journey: challenges, metrics, tests of change and results. Think of a storyboard as an illustrated flow chart. Grab a poster board and use team photos, run charts and other illustrations to visually inform your team of UBT progress.



Place a suggestion box in a common area.

Encourage the feedback of your colleagues. Make sure team members on all shifts have input. Collect the comments regularly. Provide answers to questions and report on the feedback in your newsletter, emails and/or huddles.

