Successful organizations consist of leaders who align employees around a common purpose and goal. They do this by consistently communicating the organization’s mission, values, and strategy, and eliminating any barriers between leadership and their employees. And while it takes good leadership skills to succeed, there are many tools that you already own that can help support this mission. With new capabilities built into Microsoft 365, you can align your employees around your vision, create a sustainable, two-way dialogue, spark innovation and ideas, and enable a more responsive leadership team.

How organizations are applying their current tools for leadership connection

**Align employees around a common purpose and goals**
- Create a CEO Connection group, enabling you and your leadership team to share your vision across the organization
- Share ideas, information, news, and more that support your vision
- Add additional channels to ensure deeper connection within various leadership groups

**Create a sustainable, two-way dialogue by removing communication barriers**
- Host live organizational-wide meetings with live Q&A sessions so everyone in your organization is up-to-speed on your initiatives
- Encourage your employees to ask questions to stay engaged and take part in your initiatives

**Spark innovation and ideas by sharing relevant news, ideas, and updates**
- Leverage ideas shared in live Q&A and leadership connection group for future topics
- Encourage the use of rich, interactive communication tools to drive ideation and the creation of compelling content

**Enable a responsive leadership team**
- Create internal communities for leaders to answer questions during live events so employees know their thoughts are being heard
- Promote deeper engagement by facilitating follow-up from live events
- Use analytics to gain insights on engagement and understand the impact of activities
While it takes good leadership skills to succeed, there are Microsoft 365 technologies you already own that can help.

Revolutionizing rail: Virgin Trains uses enterprise collaboration to drive superior customer experience

With tools like Yammer, the leaders at Virgin Trains eliminated barriers and enabled sustainable two-way communication. The following results were seen:

- Executives could more effectively share strategies, initiatives, and business needs
- Employees can more easily share thoughts, ideas and experiences from customer interactions and product sales
- Heightened employee engagement has resulted in hundreds of suggestions that have led to increased sales and better customer satisfaction

To truly inspire a deeper leadership connection and support effective internal communications, use the following Microsoft 365 capabilities:

- Create and edit events in your channel
- Make broadcast announcements and broadcast lifecycle notifications from within your channel
- Moderate questions and answers during live events
- Enable your employees to view your live events from anywhere, and on any device
- Take advantage of analytics to understand how your employees are responding to your live events
- Auto-publish broadcasts for easy reference

To learn more, visit: aka.ms/employee-engagement

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