

THE Gathering EFFECT

Communication Checklist

- 1 CONNECT TO A CONCRETE NEED**
 - Remove jargon
 - Describe the benefit in employee's language
 - Give examples of who the gathering is right for
 - Describe the need the program addresses
- 2 SHARE DATA AND PROOF**
 - Share quotes of past participants
 - Share business trends or needs
 - Connect gathering to employee feedback you've received
- 3 ANSWER THE "SO WHAT?" QUESTION**
 - Clarify the effect and future state : "What will be different?" because of this program
 - Clarify what's at stake to create urgency
- 4 MAKE YOUR THINKING VISIBLE**
 - Share why you created this gathering

PUT IT ALL TOGETHER IN THIS TEMPLATE BELOW:

Sign up today to learn how to deliver an effective performance review

Lindsey Caplan (lindsey@gatheringeffect.com)

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Hi Managers,

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Performance reviews begin this month. In our most recent employee survey we heard that over 75% of you wanted more training on how to deliver performance reviews. Additionally, more than half of our people managers are new to the organization so you may not know what's different about our unique process.

Performance reviews, if done poorly, can have an outsized negative effect on your employees motivation and morale.

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That's why we've created an upcoming training on: **How to have an effective performance review.** [Full details here](#)

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You'll walk away with:

- a 3 part-framework
- feedback on your approach
- practice with your peers to ensure your direct reports walk away with clarity and transparency about how to succeed.

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You can read testimonials from past participants [here](#).

2

Space is limited - please [sign up](#) by March 15th.

Thank you,
The People Team