

## Zeumo Strategic Communications: Organizational DNA Framework

### FORMAL ELEMENTS

### INFORMAL ELEMENTS

Standard operating procedures	DECISIONS	NORMS	Unwritten dos and don'ts
<p>Narrowcast important strategy updates, HR policies, quality standards, best-practices</p> <p>Promote opportunities for input, task force, council or committee membership and processes</p> <p>Poll physicians or other staff to gather broader perspectives on key decisions</p>			DECISIONS
Career paths and pay	MOTIVATORS	COMMITMENTS	What we really care about
<p>Share announcements of new hires, internal promotions and leadership awards</p> <p>Narrowcast specific pay and benefits information</p> <p>Promote internal job and career development opportunities</p>			MOTIVATORS
Systems, metrics, and reports	INFORMATION	MIND-SETS	What people assume
<p>Share key internal performance metrics and standards</p> <p>Recognize and acknowledge improvement on key indicators for the organization</p> <p>Announce and promote meetings, events, and celebrations</p>			INFORMATION
Organizational chart, job descriptions	STRUCTURE	NETWORKS	How people connect
<p>Announce and communicate impact of acquisitions, reorganizations, etc.</p> <p>Share content on business drivers and changes in health care environment</p> <p>Timely and relevant messages from leadership</p>			STRUCTURE

"The Four Bases of Organizational DNA" <http://www.strategy-business.com/media/file/03406.pdf>

"The Secrets to Successful Strategy Execution" by Gary L. Neilson, Karla L. Martin, and Elizabeth Powers, Harvard Business Review, June 2008