## **Zeumo Strategic Communications:** Organizational DNA Framework

## **FORMAL ELEMENTS INFORMAL ELEMENTS**

FORMAL ELEMENTS			INFORMAL ELEMENTS
Standard operating procedures	$\rightarrow$		Unwritten dos and don'ts
Narrowcast important strategy updates, HR policies, quality standards, best-practices  Promote opportunities for input, task force, council or committee membership and processes  Poll physicians or other staff to gather broader perspectives on key decisions	DECISIONS	NORMS	Pulse polling to discover perceptions and trends by demographic, specialty, facility, etc.  Promote stories of organizational values in practice at all levels, both corporate and user-generated  Share stories and helpful links that will make the employee onboarding process easier
Career paths and pay	MOTIVATORS	COMMITMENTS	What we really care about
Share announcements of new hires, internal promotions and leadership awards  Narrowcast specific pay and benefits information  Promote internal job and career development opportunities			Share awe-inspiring stories from both patient and employees Promote stories of investments in the community, volunteering, foundation, etc. Recognize individuals or groups who show informal leadership within and outside of the organization
Systems, metrics, and reports		5	What people assume
Share key internal performance metrics and standards  Recognize and acknowledge improvement on key indicators for the organization  Announce and promote meetings, events, and celebrations	INFORMATION	MIND-SETS	Active and timely polling to better understand culture and climate by demographic, specialty, facility, etc.  Post meeting outcomes, photos from events and celebrations.  Share pulse polling results in a way that is easily accessible and consumable.
Organizational chart, job descriptions		<b>5</b> \	How people connect
Announce and communicate impact of acquisitions, reorganizations, etc.  Share content on business drivers and changes in health care environment  Timely and relevant messages from leadership	STRUCTURE	NETWORKS	Promote opportunities for extracurriculars Identify influencers and key informal and formal groups through user-generated content

<sup>&</sup>quot;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