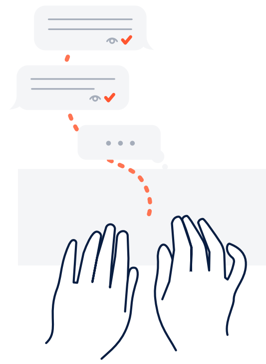
4.2 TECHNIQUE - SHOW THAT YOU ARE PAYING ATTENTION

Create a read receipts mechanism



For some updates that don't need explicit feedback, showing that people have seen the update helps project owners understand its value.

How to set it up

Step 1. Identify a tool that has built-in analytics for content, e.g., Confluence, Team Central or Outlook.

Step 2. Partner with the project owners to identify the target audience for their projects. Ensure that these stakeholders are "subscribed" or receiving the project updates.

Step 3. Set a % of stakeholder goal for weekly updates. Encourage project owners to track their % of total stakeholders who read their updates on a week to week basis.

Step 4. Analyze the highest performing updates. Assess the qualities (and/or environmental circumstances) that are common across the highest and lowest read updates.

Step 5. Record the best practices (best performing) and anti-patterns (worst performing) for project updates. Apply your learnings to future updates and share your lessons with your broader team.

Variation

If you don't have access to collaborative tools like Confluence, Team Central or Outlook simply ask readers to check a box or sign their name once they've read a page.