

# Best Practices: Writing About Employee Ownership

Teaching (Internal Communication)	Storytelling (External Communication)
<p>Be Concise Yet Thorough: Provide adequate information/instructions and modulate level of instruction based on reader's proficiency.</p>	<p>Introduce Who, What, When, Where, Why, &amp; How: Offer answers to these common elements of storytelling to keep your reader invested.</p>
<p>Infuse Message with Warmth: At minimum, use pleasant language to show respect and foster healthy ownership culture.</p>	<p>Establish Voice &amp; Style: Select formality level and type of prose that works best for your story, and only use quotations that expand upon characters or central conflict.</p>
<p>Strive for Correct Grammar &amp; Punctuation: Give your emails a quick read before sending to avoid confusion due to missing periods, incorrect word choice, etc.</p>	<p>Craft a Strong Beginning &amp; Ending: Ensure your beginning creates compelling questions and introduces characters and conflict. Ensure your ending resolves conflicts and isn't too tidy or predictable.</p>



## Best Practices: Speaking About Employee Ownership

PACE Acronym	Explanation
P: Prepare & Practice	Prepare your notes in advance, rehearse them in different settings, and use slightly different phrasing each practice session.
A: Assume Best Intentions	Get out of your own head, don't fret over audience responses, and remember that they likely have good intentions.
C: Curate for Your Context	Know your audience and tailor your content accordingly.
E: Engage Your Audience	Make eye contact with whole audience, ask questions throughout, and invite feedback.

NCEO



NATIONAL CENTER FOR  
EMPLOYEE OWNERSHIP