Manager kit

Give managers a small kit, so they talk with their team instead of forwarding an email.

How to fill it in

1. The message in three sentences: the roof, and what will change for this manager's own team.
2. A question that opens a conversation instead of a speech: what might make this hard for us?
3. If they are asked and do not know: "I'll come back to you." They send the question on, and you answer within two days at most.

The message in three sentences

	Sentence
1. The roof	
2. What changes for this team	
3. What happens next	

A question that opens the conversation A question, not a speech

Where managers send a question they cannot answer

We answer within Two days at most

Before you move on

- [ ] Three sentences, not five pages.
- [ ] The kit says what changes for this manager's own team.
- [ ] Every question that comes back is answered within two days.

THE RULE

The manager is not a postman, but your most important channel.

Source: Gallup · State of the Global Workplace 2026 · only 22% of managers are engaged

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Worked example

The example is made up, to show a filled template. Replace it with your own.

The message in three sentences

	Sentence
1. The roof	Every team knows its monthly target in the first week.
2. What changes for this team	From this month, you get your branch target on day one, on one page.
3. What happens next	Walk your team through it in ten minutes before Thursday.

A question that opens the conversation

A question, not a speech

What might make this hard for us?

Where managers send a question they cannot answer

The managers' group, or a named person in the communication team

We answer within

Two days at most

Two working days