

Ep 47: 4 Tips for Effective TOV Communications

Creating consistency across all channels

- o Start with the right brand foundational elements.
 - o If you do not have your brand story or brand character developed, you are not ready for the TOV work. There has to be a reason for your TOV and it has to start from a strategic foundation to mean anything. Look for previous podcasts and worksheets on this topic and as always, we are here to help!
 - o It's hard to define a brand on an emotional level, to define brand character on a human level, and to stick with it long enough to develop the principles to bring the TOV to life. In doing so, you will save time and energy because everyone will be communicating from the same book.
- o Define your TOV principles with boundaries.
 - o If you have your brand story and brand characteristics which consist of human characteristics (i.e. funny, outgoing, proactive) then your principles should speak to HOW you are those things. Build them with parameters in place to make it easier for people to know the specifics.
 - o For example:
 - Funny, but not crass (Tide- don't take yourself too seriously- smart funny)
 - Outgoing, but not boisterous (Red Bull- high energy but not bragging)
 - Proactive, but not pushy (Nike- Just do it, embracing all athletes and respecting where they are)
- o Leave no room for interpretation of your principles.
 - o You need to be able to answer "what kind of _____" are you?
- o Teach your TOV
 - o You can have the best TOV work, but if you do not communicate and educate your organization on how it is defined, how to use it and clearly communicate that it must be used no matter how big or small the communication, you will be in trouble.
 - o Meet your organization where it is and teach through that lens. Lean into the culture and what works.
 - o This work can be tricky which is why people either don't do it or don't uphold it. You have to do both.
 - o If your brand does not communicate consistently and authentically, it will just be part of the noise.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete

