

Connect email framework

Purpose: help leaders reinforce clarity, recognition, context, and connection between one-to-one conversations.

Recommended rhythm: every 4 to 6 weeks, or during periods of change when people need more context and alignment.

Important rule

Do not use a connect email to announce sensitive changes that are likely to create personal stress, such as restructuring, layoffs, or major role changes. Use a live conversation first.

Template

Subject: Team connect: [month or period]

Hi team,

I want to share a short update so everyone has clearer context on what has been completed, what is changing, and what matters next.

1. Team focus

[Recent wins, milestones, recognition, anniversaries, helpful resources, or training opportunities.]

2. Work, stakeholder, or customer focus

[Relevant scope updates, priority changes, stakeholder or customer feedback, delivery changes, or upcoming deadlines.]

3. Company and industry focus

[Business updates, operational context, market changes, policy updates, or broader information that helps the team understand direction.]

If anything in this update affects your priorities, workload, or ability to do your best work, please raise it with me directly or bring it to our next one-to-one.

Manager name

What a strong connect email does

A connect email is not a substitute for one-to-one conversations. It is a rhythm for clarity, recognition, and context between conversations.

- Reinforces direction without adding unnecessary meetings.
- Makes contribution visible through specific recognition.
- Connects daily work to stakeholder, customer, company, or mission context.
- Reduces uncertainty during periods of change.
- Creates another channel for people to raise concerns before they disengage.

Before sending, check

- Does the message make priorities clearer?
- Does it recognize specific contributions rather than generic effort?
- Does it give useful context without overwhelming people?
- Does any sensitive topic need a live conversation first?
- Is there a clear invitation for people to raise concerns early?
- Is the message going to the right audience, including cc'ing relevant internal stakeholders?