Successful organizations consist of leaders who align employees around a common purpose and goal. They do this by consistently communicating the organization’s mission, values, and strategy, and eliminating any barriers between leadership and their employees. And while it takes good leadership skills to succeed, there are many tools that you already own that can help support this mission. With new capabilities built into Microsoft 365, you can align your employees around your vision, create a sustainable, two-way dialogue, spark innovation and ideas, and enable a more responsive leadership team.

How organizations are applying their current tools for leadership connection

**Align employees around a common purpose and goals**
- Create a Leadership Connection Community, enabling you and your leadership team to share your vision across the organization
- Share ideas, information, news, and more that support your vision

**Create a sustainable, two-way dialogue by removing communication barriers**
- Host organizational-wide meetings with live Q&A sessions so everyone is up-to-speed on your initiatives
- Encourage your employees to ask questions to stay engaged and take part in your initiatives

**Spark innovation and ideas by sharing relevant news, ideas, and updates**
- Leverage ideas shared in live Q&A and leadership connection community for future topics
- Encourage the use of rich, interactive communication tools to drive ideation and the creation of compelling content

**Enable a responsive leadership team**
- Create internal communities for leaders to answer questions during live events so employees know they are heard
- Promote deeper engagement by facilitating follow-up from live events
- Use analytics to gain insights on engagement and understand the impact of activities
While it takes good leadership skills to succeed, there are Microsoft 365 technologies you already own that can help.

To truly inspire a deeper leadership connection and support effective internal communications, use the following Microsoft 365 capabilities:

- Create and edit events in your communities and channels
- Make announcements that create notifications within the communities and channel
- Moderate questions and answers during live events
- Enable employees to view live events from anywhere, and on any device
- Understand analytics to learn how your employees are responding to live events
- Auto-publish the broadcasts for easy reference

Revolutionizing rail: Virgin Trains uses enterprise collaboration to drive superior customer service

With tools like Yammer, the leaders at Virgin Trains eliminated barriers and enabled sustainable two-way communication. Here are some of their results:

- Executive could more effectivity share strategies, initiatives, and business needs
- Employees can more easily share thoughts, ideas and experiences from customer interactions and product sales, including from mobile devices.
- Heightened employee engagement has resulted in hundred of suggestions that have led to increased sales and better customer satisfactions