

## ***Selling to Your Employees***

*Apple is well known for having superb market communications capabilities. What is not as well known is that Apple applies its communications skills just as intensely to employee communications.*

*During the years I was employed at Apple, there were regular all-employee meetings, held in those days at a nearby community college auditorium. They would put on a six-projector slide show with coordinated music, presenting the company's newest product. We always emerged from the auditorium with tears of emotion in our eyes, saying to ourselves, "Wow, what a great company and product!"*

*Selling to your employees helps to keep enthusiasm high in development and in every other function in the company.*

From Chapter 5 of  
**Get Out of the Way!**  
How to Manage Development  
of Timely, Innovative, and Relevant Products  
by John V. Levy, Ph.D.