

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.

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