TIPS FOR PROMOTING YOUR COE

1 CREATE A CUSTOMER SATISFACTION OR PROJECT FEEDBACK SURVEY
Invite project teams to complete a survey after working with the COE. You'll want to structure your survey so that it is quick and easy to complete, while still providing meaningful feedback. The best surveys have no more than 10 questions. Whenever possible, try to use multiple choice and/or rating scale questions rather than open-ended questions. Open-ended questions require more time and effort for the survey takers and for the person analyzing the results. Make sure one of your questions will capture your NPS (Net Promoter Score). For example, "On a scale of 1 to 10, how likely are you to recommend working with the COE to a colleague?" For more information on NPS, click here.

2 HOST LUNCH AND LEARN SESSIONS
Invite members of the organization to learn more about the COE team, its goals, methodology, and your projects. Prepare 30 – 45 minutes of content to share with the group, and allow time for questions and discussion. You could invite someone who has worked with the COE to share his or her experience with the group.

3 SEND A MONTHLY NEWSLETTER
Keep the organization informed as you establish processes and procedures, complete projects, add new team members, and make impactful changes to the way the business works. You might include a short testimonial by a recent project team member or highlights from a recent project retrospective. Also include what the organization can expect to see in the next month(s), based on your current roadmap. Finally, make it clear to whom people can reach out with questions or requests for COE support.

4 START A BLOG
A blog series is a more casual, convenient format for broadcasting COE news – it can be updated from anywhere at any time, and content does not have to be added on a set schedule. You can rotate authors among members of the COE team so that readers get varying perspectives. If possible, have the executive sponsor write a post. You'll want to assign someone to monitor the blog for comments or questions that require a formal response from the COE.

5 LAUNCH A COE WEBSITE
An internal website is a great way to promote your accomplishments. The site should clearly state the COE's mission, short and long term goals, and roadmap. Similar to the newsletter, you can highlight recent success and promote upcoming activities. You can track the website's activity overtime as a measure of influence.