

HOW TO CREATE A CEO VIDEO MESSAGE

The Value of a CEO Video Message

If people understand why you are doing something and believe that it is important, then they are more likely to get onboard.

A proven method of engagement is a quick video message featuring your CEO. This simple tactic can help you get quick buy-in from your employees on your goals, and get them excited about sharing their input!

Video messages should be compelling, succinct and provide clarity on what the value is to the user. Here are some tips and guidelines to help you produce a winning video message.

Essential Ingredients

- A script with a clear and concise message about what your SoapBox is all about
- A professional and simple backdrop that won't be too distracting for the viewer
- Proper lighting to ensure the subject can be seen
- Crisp sound to provide the optimal viewing experience
- Rest assured you don't need fancy equipment. Most cell phones or tablets can get the job done!



Great Tools to Create a Video

APPLE

[iMovie](#): Editor that also makes doing voiceovers easy

[ReelDirector](#): Feature rich video editor

[Movie Slate](#): Digital slate that allows you to sync audio and video and organize all of your shots

[Teleprompt+](#): Full feature professional teleprompter

ANDROID

[SL Digislate](#): A digital slate perfect for any production

[Camcorder](#): Free video recording app

[Androvid](#): Video and music editor

[Video Maker Pro](#): Open source video software complete with effects

Quick Tips

DON'T FORGET:

- Videos should not exceed 90 seconds
- Keep the camera steady and the subject(s) centered
- Lighting and sound make a huge difference

WHAT TO AVOID:

- Too much production. The message is what matters most!
- Ad-libbing. A script and quick rehearsal can make a big difference
- Flashy, distracting graphics

This script can help guide you in crafting the perfect video, which will help get your employees excited about their SoapBox. Remember to add your organization's unique voice!

If we haven't met personally before I'm *(insert name and position)*.

At *(insert name of company)* we're focused on *(insert goals and objectives)*, and to achieve our goals as a company, we need your help. We have made a commitment to engaging and listening to the dedicated people who work tirelessly to make our business successful.

Like you, I don't want to work for a static company, but instead, one that actively searches for the best insights to take us to the next level.

In order to *(insert goals and objectives)*, we need your input. We want you to be part of the solution and to challenge whatever you feel is holding us back.

On *(insert date)*, we launched *(insert name of soapbox)* with the goal of bringing employees and leaders together to collaborate on the things that matter most to our company.

This responsibility isn't just yours to shoulder. If you share an input that receives *(insert vote threshold)* from your peers, you will receive feedback from senior leadership. If the input is declined, we will share the rationale as to why that happened. Where applicable, we will provide an update that allows you to follow its progress towards completion.

(Quick closing line that reflects and reiterates company goals and goals of the soapbox.)