

INTERNAL COMMUNICATION TEMPLATES

Ready-to-send internal messages for the installation. Each one is a fill-in template — replace the bracketed FILL slots, read it aloud once so it sounds like you, and send. These exist because a change that lives only in a meeting evaporates; the written version is what people check three weeks later when memories argue, and it becomes onboarding material for every future hire.

TEMPLATE 1: NEW OWNERSHIP ANNOUNCEMENT

Send the same day as the rollout meeting, to everyone whose routing changes.

TEMPLATE

Subject: New ownership, starting [date]

TEMPLATE

Team — as of [date], here's who owns what:

TEMPLATE

[Fire or process]: [Owner], with [Backup] as named backup

[Fire or process]: [Owner], with [Backup] as named backup

[Fire or process]: [Owner], with [Backup] as named backup

TEMPLATE

Owning means owning: within their written boundaries, their call is the call, and it doesn't need my sign-off. If you have a question about one of these areas, go to the owner first — not me. If you bring it to me, I'm going to point you right back at them, warmly, every time.

TEMPLATE

The decision tables and escalation map live here: [link]. The standing rule for everything not on my short list: it goes to the owner.

TEMPLATE

This isn't about anyone underperforming, and it isn't me stepping away. It's me finally building the structure that lets you move without waiting on my inbox.

OWNERS AND PROCESSES FOR OUR ANNOUNCEMENT:

TEMPLATE 2: DECISION BOUNDARY MEMO

Send when the Decision Authority Guidelines are published, and again whenever a line changes.

TEMPLATE

Subject: Decision boundaries — who decides what

TEMPLATE

As promised at the rollout: the decision table is live here: [link].

TEMPLATE

Three columns to know. Decides alone: the owner's call, no check-in. Decides and tells after: the owner moves, then drops a one-line note in [channel]. Brings first: the short list that still routes up.

TEMPLATE

If something comes up that isn't on the table, use the operating principles at the bottom of the doc, make the call you can defend, and flag it at the weekly review — we'll add it to the table.

TEMPLATE

One ask: when an owner makes a call inside their boundaries, that call stands. Debate it at the review if you disagree — not in the client thread.

TEMPLATE 3: ESCALATION RULES MEMO

TEMPLATE

Subject: What escalates, to whom, how fast

TEMPLATE

The escalation map is live: [\[link\]](#). It answers three questions for every signal: who it goes to, how fast, and whether I'm needed.

TEMPLATE

The short version: owners are the first stop for their fires. I'm the second stop, only for the signals on my short list — client relationships at real risk, money past thresholds, legal or reputational, people decisions, and offer changes.

TEMPLATE

Every escalation uses the three-part format: what happened, what I've done, what I need. Two-minute reads get two-minute answers.

TEMPLATE

Also live: the never-escalate list. If it's answered in the docs, inside an owner's boundaries, or routine — it doesn't come to me anymore. That's not a wall; it's a speed upgrade.

TEMPLATE 4: WEEKLY FIRE REVIEW INVITE

TEMPLATE

Subject: Weekly fire review — 15 minutes, [day/time]

TEMPLATE

Starting this week: a 15-minute fire review, every [day] at [time], for the next month. Owners, bring your numbers written down before the meeting: how many fires reached me this week, what wobbled, and what boundary or rule needs adjusting.

TEMPLATE

Four questions, hard stop at 15. We identify; we don't solve in the room — fixes become tasks with owners and dates. After a month, if the counts are trending right, we go monthly.

DAY, TIME, AND CHANNEL FOR OUR REVIEW: _____

TEMPLATE 5: THE 30-DAY CHECK-IN

Send at the one-month mark, to the whole team.

TEMPLATE

Subject: One month in — the numbers

TEMPLATE

Thirty days ago we changed how this company routes. Here's what the tracker says:

TEMPLATE

Fires that reached me, week one: [number]. This week: [number].

Escalations that were correct calls: [number] of [number].

Boundaries adjusted in writing along the way: [number].

TEMPLATE

*Translation: y'all are running things that used to wait on me, and running them faster than I did.
Thank you — genuinely.*

TEMPLATE

What happens now: the weekly review goes monthly, same format. The boundaries and the map keep living where they live, and they keep being the answer. If you see me drifting back into something an owner holds, call it. That's not disrespect; that's the system working.

OUR WEEK-ONE AND WEEK-FOUR NUMBERS:

SENDING NOTES

- Every template goes out under your name, from your normal channel. Delegating the announcement of delegation reads exactly as bad as it sounds.
- Keep the links live. A memo pointing at a dead doc teaches everyone the whole thing was a phase.
- When a boundary or rule changes at a review, a two-line update in the channel beats a re-send of the full memo: what changed, effective when.

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