

Executive Voice, Built for Trust

An independent 30-day listening and pilot plan for a Washington-based technology leader, with a 90-day scale path.

This unsolicited sample is based only on public information. It was not commissioned by or affiliated with Microsoft and does not speak for Microsoft or any executive.

Premise

Credible executive voice begins with listening, issue discipline, and a repeatable editorial system. The goal is not maximum posting volume. It is useful participation that helps people understand consequential choices, recognizes community partners, and earns trust over time.

30-Day Pilot

Days 1-7 | Listen and bound the work

Map audiences and stakeholders; review current channel signals and issue history; define narrative boundaries, source standards, risk categories, and escalation rules.

Days 8-14 | Define voice and formats

Draft voice principles and three content pillars; build a source packet template; prototype written, short-video, and participatory formats without publishing invented positions.

Days 15-21 | Run limited pilots

Publish a small number of approved tests; pair each with a clear audience, desired understanding, response owner, and success signal; monitor questions and sensitivity in real time.

Days 22-30 | Learn and decide

Review qualitative and quantitative response; hold an editorial retrospective; identify what built understanding, what created friction, and which formats merit a 90-day cadence.

Judgment Principles

- Start with a real audience need, not a corporate announcement.
- Show the source and the human stakes; distinguish fact from inference.
- Give partners appropriate agency and credit.
- Slow down when legal, policy, safety, privacy, or community trust is at risk.

Three Illustrative Content Directions

1 | Washington workforce and AI-skilling field note

Illustrative direction: report from a classroom, community college, or workforce partner. Center what learners and educators are trying, what remains hard, and what the next iteration will test. Public context: Microsoft Elevate Washington.

CONTENT DIRECTIONS, CONTINUED

2 | Community-partner short-video outline

Illustrative direction: a 45-60 second partner-led video. Open with the local problem in the partner's words; show one concrete activity; let the executive connect it to a broader commitment; close with where people can learn more. Obtain consent and avoid turning the partner into scenery.

3 | Policy explainer built around questions

Illustrative direction: answer three questions a Washington audience is actually asking. Separate what is known, what is proposed, and what remains uncertain; link primary sources; invite specific questions rather than generic engagement.

Editorial Operating System

- Intake: define the issue, source record, intended audience, and desired understanding.
- Review: assign legal, policy, communications, partner, and executive reviewers; record who decides.
- Sensitivity: trigger escalation for active litigation, elections, safety, privacy, unverified claims, partner risk, or fast-moving public harm.
- Publish: name the response owner, monitoring window, and correction path.
- Learn: capture questions, sentiment, comprehension, amplification, response quality, and the decision each signal changes.

Measurement and 90-Day Scale Path

Use a compact scorecard that connects channel signals to editorial decisions:

- Trust and quality: substantive comments and questions, corrections, and response quality or time.
- Relevance: reach among intended stakeholders and amplification by credible community partners.
- Understanding: recurring questions, issue comprehension, and whether people can explain the point accurately.
- Format behavior: saves, shares, and completion only where each signal has a clear editorial meaning.
- Learning: the specific evidence that changes the next topic, format, source packet, or review path.

90-Day Scale Path

- Days 31-45: set a sustainable cadence and baseline the scorecard.
- Days 46-60: standardize issue intake, source packets, approvals, escalation, and response ownership.
- Days 61-75: deepen the formats that improve understanding; stop tests that add volume without value.
- Days 76-90: review trust, partner, and comprehension evidence; make an explicit scale, revise, or stop decision.

Public Sources

Microsoft Elevate Washington (Oct. 9, 2025): <https://blogs.microsoft.com/on-the-issues/2025/10/09/microsoft-elevate-washington/>

AI for Good grants for Washington (Jan. 22, 2025): <https://blogs.microsoft.com/on-the-issues/2025/01/22/celebrating-50-years-of-innovation-ai-for-good-grants-for-washington/>

Community-First AI Infrastructure (Jan. 13, 2026): <https://blogs.microsoft.com/on-the-issues/2026/01/13/community-first-ai-infrastructure/>

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