

ESTD



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# PROPELLER

## ACTIVATION TOOLKIT GUIDE

[WWW.PROPELLERCONSULTING.COM](http://WWW.PROPELLERCONSULTING.COM)

# HOW TO USE THIS TOOLKIT

*Include an overall section on the project strategy and intended outcomes*

## THIS TOOLKIT WILL PROVIDE YOU WITH THE RESOURCES TO SUPPORT THIS TRANSITION

### PURPOSE

This activation toolkit is designed to empower you to proactively lead and inspire your employees through change. This toolkit serves as a resource for you and your team.

### CONTENT

This toolkit is a resource for you and contains information, guidelines, timelines, scripts, and tips.

Due to the sensitive nature of this content, please do not forward to anyone without discussion and context.

### NAVIGATION

Each section includes a timeline to show you where you are in the process.

The bar at the bottom of each page shows you where you are in the toolkit.

# ACTIVATION TIMELINE

## 1. PREPARE FOR THE CHANGE

### PREPARE

#### What You Need to Do:

- Attend all prep meetings
- Rehearse all relevant scripts
- Set meeting times 1 day before announce dates

#### What You Need to Do:

- *Make sure to be consistent with messaging*
- *Include specific diction and examples*

## 2. ANNOUNCE THE CHANGE + MANAGE THE TRANSITION

### ANNOUNCE

#### What You Need to Do:

- Conduct 1:1 conversations
- Talk with your teams
- Support transitions

#### What You Need to Do:

- *Include specifics on how the change will impact employees in 1:1s*
- *Remember to show empathy and recognize it's normal to experience a sense of loss*

## 3. TRANSITION TEAM BUILDING AND RAMP DOWN/UP

### TEAM

#### What You Need to Do:

- Be visible for your team
- Talk with your teams
- Support transition workshops with GPL

#### What You Need to Do:

- *Focus on shared goals*
- *It's a marathon, not a sprint!*
- *Focus on the purpose of the team*
- *Highlight brand and/or company strategy*

# PREPARE FOR CHANGE

- ❑ LEARN ABOUT **WHAT IS CHANGING**
- ❑ UNDERSTAND THE **BEST WAYS TO COMMUNICATE WITH YOUR TEAM**
- ❑ REVIEW THE TIMELINE FOR **WHEN CHANGES WILL OCCUR**
- ❑ UNDERSTAND **YOUR ROLES & RESPONSIBILITIES**
- ❑ REVIEW **BUSINESS CONTINUITY PLANS**
- ❑ **ASSESS YOUR READINESS FOR CHANGE**

# WHAT IS CHANGING

## WHAT WILL LOOK DIFFERENT

*Include all critical pillars of the change and tangible examples of what this will look like*



## WHAT THIS WILL GET US

*List out the benefits of the change, both on an individual level (if scalable), and on an organizational level*

## HOW WE'RE APPROACHING THE WORK

*List strategy pillars or approach here*

# ANNOUNCE: GUIDING PRINCIPLES



*Help the organization stay focused by following key messages provided in this toolkit. Be consistent!*



*If you don't know or can't answer questions, don't speculate. Let others know you'll provide more details when you are able.*



*Remember you are ahead of the curve when it comes to knowledge about this topic. It's important to demonstrate patience, empathy and understanding.*



*Others are following your words and actions closely. Be a visible and accessible leader. Others will follow your lead.*

# YOUR ROLE: DELIVER KEY MESSAGES

## WHO

*Direct managers can set the best possible platform for transition as you are the first contact*

## WHAT

*Understand the change & prepare for the conversations **using the toolkit provided***

## HOW

*We must create a **respectful and premium experience** for employees*

## WHEN

*Meetings with individuals will be **TBD***

# HAVING CONVERSATIONS

## EMOTIONAL RESPONSES

*If employees become emotional...*

1. Acknowledge what you see or hear
2. Provide a brief response
3. Focus on the future

REACTION	RESPONSE	FOCUS
TEARS	Ask if they'd like a few moments alone and let them know you'll return shortly.	Focus on the next steps and help: <i>"Let's look at what we've put in place to help you through this difficult time."</i>
ANGER	Repeat the information if necessary and let them know it was a difficult decision.	Focus on what's next: <i>"Let's focus on what we've put together to help you and what your next steps are for today."</i>
SHOCK	Move forward gently.	Move forward: <i>"This has been reviewed by business leadership and HR, and is final. Are you ready to focus on next steps?"</i>



# HAVING CONVERSATIONS

## TIPS

### WHAT TO SAY

*I appreciate that this may be a difficult message for you.*

*Please take time to reflect on what we've talked about.*

*I don't know the answer, but I can find out.*

### WHAT NOT TO SAY

*I know how you feel.*

*I'm sure it will work out.*

*Let me see what I can do to fix this.*

# NEXT STEPS

## CHECKLIST

*Use the time between training and 1:1 conversations to prepare:*

- Review the [Activation Toolkit](#)**
  - Prepare & Announce Sections
  - Section Overviews
  - Step-by-Step Guides
  - Contact your HR BP with any questions/concerns
  
- Complete [Conversation Planners](#)**
  - Make additional copies from your toolkit if needed

# COMMUNICATION PLAN

## GUIDES FOR MEETING WITH INDIVIDUALS

NAME:

MEETING DATE / TIME:

REASON FOR SELECTION:

CHANGES / IMPACTS TO HIGHLIGHT:

ANTICIPATED RESPONSE:

MITIGATING TACTICS:



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