

Introducing Hot Topics

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Special Sauce Formula: PURE GOLD

“When you combine researcher, results maker and role model ... you have a magic that transcends the word *expert* and elevates you to trusted advisor” – Brendon Burchard

- UBER competence (mastery) with a common-sense approach & lots of energy
- Relational infrastructure: connection & engagement
- Razzle dazzle ... get it done / make it happen ... be remarkable every time!

Results

Value

Fun



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Introducing Hot Topics

- Think of it as a rap session / Q&A session on steroids ala ESPN's *Lightning Round*
- Format = interesting, engaging, informal, compelling, interactive, disruptive, informative and fun
- Employees control the content
- There's a two-minute time limit for responses

Global Internal Communication Strategy

- Promote ONE company through simplified, effective and compelling messaging and events
- Drive executive two-way communication to increase visibility/influence/impact, build community and grow the business
- Showcase how your company is changing the world with technological leadership and innovation

ALIGN

ENGAGE

INSPIRE



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Hot Topics Benefits

- Another opportunity for employees to hear about the business and not have to wait till official quarterly town hall (where we sometimes run short on Q&A time)
- Leadership visibility for staff members – everyone up on stage ... expectation is whoever is in town participates and fields questions/hot topics
- NO PPT slides, informal
- Interactive and fast-paced, real-time, disruptive ... no dial in, show up or miss it
- Humanizes staff, builds camaraderie, improves approachability and team building



More Benefits

- Increases business intelligence
- Shuts down rumors and allows employees to focus on priorities
- Forum to say thank you and keep up the good work
- New and different and fun, creates positive buzz that can be morale boosting
- Employees pre-submit “hot topics” or questions they’d like addressed (plus live Qs), which give a pulse of the organization
- Two-minute time limit for responses ala boxing ring bell on phone

Hot Topics Invitation Wording

TO: XXX Employees

FR: Executive Name

In our last Town Hall, we ran long and didn't have time for Q&A. No one wants another meeting, yet unanswered questions are just that.

Quick. Pertinent. Yours. We're trying something new: A top of the quarter event – called *Hot Topics* – based on ESPN's *Lightning Round* format.

Click here to mark your calendar for xx time on xx date in the xx Conference Room (hyperlink to calendar invite)

I've asked (your name – professional communicator) to emcee the event, with the panelists being members of the leadership team.

Think of it as a rap session / Q&A session on steroids. We want the format to be interesting, engaging, informal, compelling, interactive, disruptive, informative and fun.

You control the content. And, there's a two-minute time limit for responses. For this first event, we figure we could cover about 20 topics. Now's your chance to ask about that burning question, bizarre concern or curious rumor you've been wondering about.

Pre-submit your anonymous Hot Topic here. (hyperlink to survey data capture tool)

Logistics

- No dial in or recording. You show up or you miss out.
- Raffle prizes will be awarded at minute marker #55.



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Hot Topics Logistics: Quarterly Cadence

- 1st month of the quarter = Hot Topics
 - 2nd month of the quarter = Town Hall
 - 3rd month of the quarter = Team Building event / Community Service project
- Survey tool for employees to pre-submit anonymous Hot Topics with open-ended query:
- You control the content. And, there's a two-minute time limit for responses. Now's your chance to ask about that burning question, bizarre concern or curious rumor you've been wondering about.
- Conference room set up classroom style for employees to sit in chairs
 - Microphones + Emcee (you!)
 - Leadership Team stands and answers questions.
 - Timer (employee with device or gong)
 - Raffle prizes to encourage participation (movie passes / gift cards / company swag)
 - Survey to employees (sent within 30 minutes of the close of event) to gather feedback and improve. Share survey results with Leadership Team

Hot Topics Survey to Employees After Event

1. What was your overall opinion of the Hot Topics event?
2. What were some of your favorite aspects of the Hot Topics event?
3. It is important for me to hear from the XXX Leadership Team.
4. Participating in Hot Topics was a good use of my time.
5. What question would you have liked to ask?
6. How can we improve communications within the XXX team?

The Crazy Ride as Change Agents

- Start with the end in mind: What do you want to accomplish? How do you want to feel?
- Spend time upfront figuring it out / planning the IDEAL and then executing to the plan
- Phenomenal doesn't have to be complicated
- Create buzz: juicy prelaunch / launch / post-launch experiences
- Build anticipation / build the brand / be authentic / amplify

Compelling

Relevant

Memorable



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Crack the Code of Transformation: Be the Change You Wish to See

Leverage Well-Oiled Machine into Exceptional Accelerated Action

- Demonstrate gratitude and appreciation
- Create “great place to work” daily
- Celebrate successes
- Keep the pulse via *Hot Topics*: Rap session on steroids for the masses

Unique

Fresh

Magical



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You Become What You Focus On ...

Let's Focus on AWESOME

- Expectations are high.
- Pay attention to details. Be articulate and zesty.
- Operate excellently.
- Create raving fans by making your customer service sparkle!
- Share.
- Make a difference.
- Anything is possible.

Serve

Share

Create



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