



STRATEGY ACTIVATION

× T H R O U G H ×

people

IDENTIFY YOUR MVP FOR
ACTIVATION WORKSHEET

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Let's talk!

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CHOOSE YOUR MVP

Not all MVPs are created equal.

Can you spot which of the following from the list are true activation MVPs?

Communicating a new process during an all-company event

Embedding activities around new mindsets in an existing team meeting

Giving new hires time during onboarding to practice desired behaviors

Delivering an eLearning course to frontline employees

Mandating attendance to a one-day seminar

1

Consider a day-in-the-life of your intended audience.
How are things changing for them?
How will you empower them to embrace the change being asked of them?

3

Personal experiences are holistic by nature.
What experiences are designed into the solution? How will you engage people's hearts and minds? **T1**

2

What do you want people to learn?
What are you trying to improve?
How might you build in habitual, repeatable performance?