

# Telling the team about SideKick

## 1. Meeting Prep checklist:

- \_\_ I'm the decider. I'm building excitement.
- \_\_ Form a crew of supporters first. And include the SideKicks.
- \_\_ I'm ready to talk about my vision and why it's urgent.
- \_\_ Tested audio/video for "Tell your team"
- \_\_ I'm here to get their commitment to help make this a success
- \_\_ When they ask a question I can't answer, I'll say I don't know.
- \_\_ If telling a leader/my coalition/SideKick: I'll tell the whole team within 24 hours.
- \_\_ If whole team: I told my coalition, I chose the SideKick & a winnable contest & I brought yummy snacks.



## 2. Create the urgency

*I'm excited....been studying a process that we're going to start...We'll watch a video...But first I want to talk about why I think this can help everyone and why it's so important....*

***I'm counting on you to help each other keep an open mind...I know we can make this work***

## 3. Talk about your VISION (Speak from the heart, Believe it)

*Remember the 3 ways you want SideKick to help your org:*

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_

**Why is this VISION urgent? (Why now?)**

## 4. Before you show the video

*Do you have any questions before we watch this explainer video together?*

## 5. After the video

If telling a leader or your coalition or the SideKick:	If whole team:
--Who will be most enthusiastic about trying this? --How do you think this could help us?	--Let's talk about some ways this can help us.
--If telling the SideKick: I gave a lot of thought to who would be the best person to lead the check-ins. It takes consistency and a real desire to help our team. You're gonna learn so much about this business, and I see this as an investment in you. Never forget, I've got your back. We'll figure this out.	<b>House Rules:</b> -Getting checked-in is a job requirement -Respect the time of the person asking the questions

## 6. Get their commitment:

*I'm optimistic. This is what our WHOLE team needs NOW to thrive in the future.*

*It's going to take consistency, which is hard. But it will become a habit.*

*We'll get stuck, that's normal. We'll experiment and we'll figure it out.*

***Can I count on your support as we give this a real shot?***

## 7. Confirm NEXT STEPS:

If telling a leader or your coalition or the SideKick:	If whole team
--PLEASE DO NOT share this with anyone else on the team. I'm trying to be really smart about how I roll this out. I'll tell everyone on ___/___/___	--We'll start check-ins on ___/___/___ --Announce an easily winnable contest! End of Day 1: _____ End of Week 1: _____



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