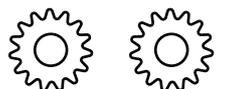
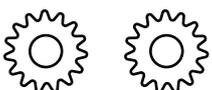
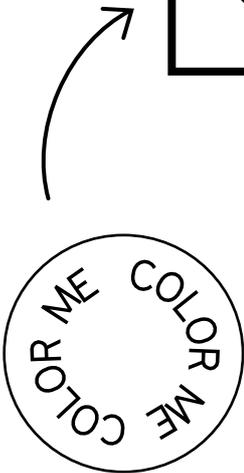
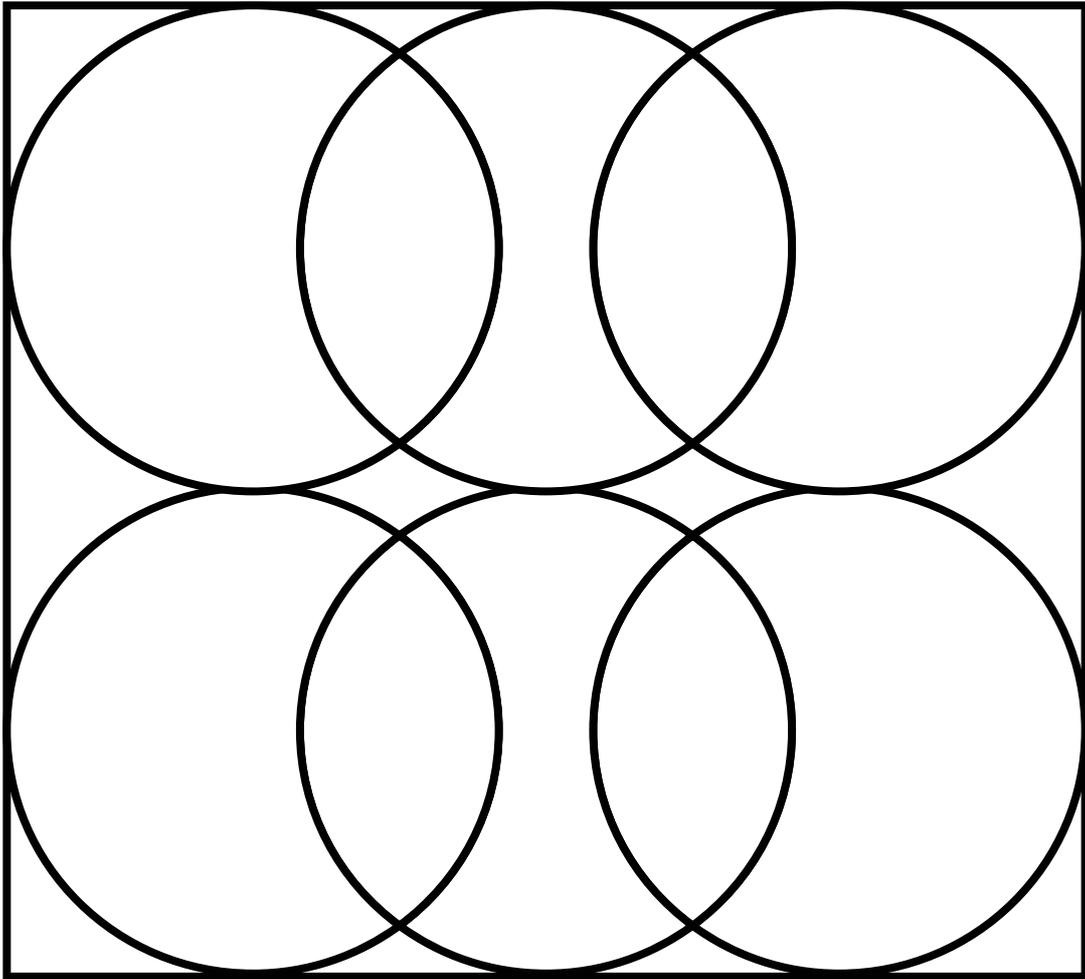


Name

Date

# The Team Connections Workbook



# Welcome!

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This workbook was designed to be equal parts journal and notebook. Use it when you want to stop and think. Use it when you want to get going. Fill it out yourself. Invite others to join in.

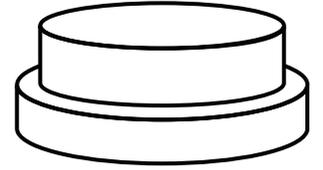
**Mark it up. Make it yours.**

Turn the pages for guided exercises on

- Getting people to hang
- Sharing life stories
- Shareholder letter
- Culture breach

*check out [koolaidfactory.com](http://koolaidfactory.com) for more ideas, tips, and templates!*

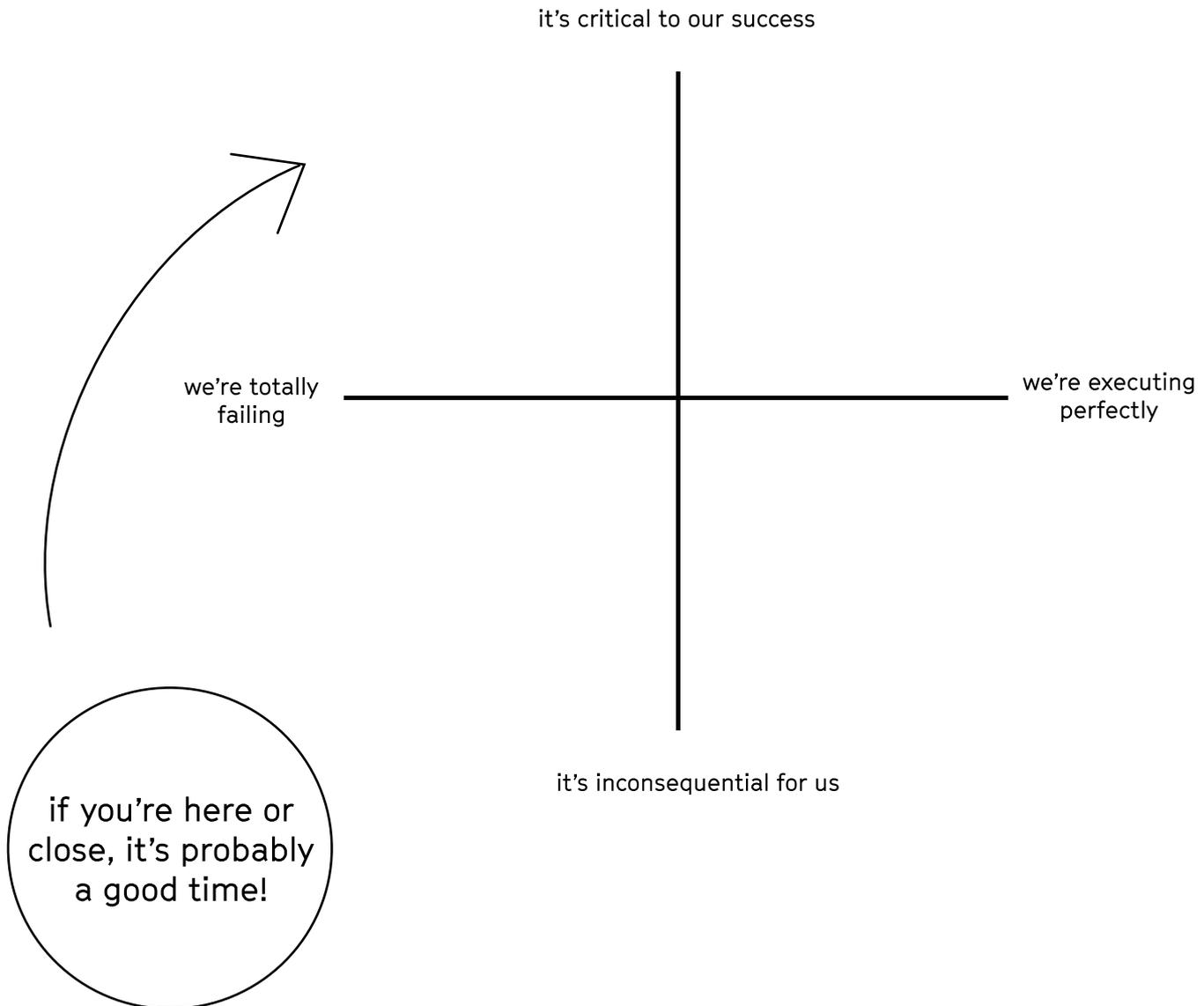
# Prioritization



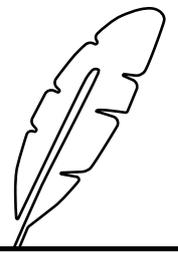
Is it time to get to work?

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When it comes to defining good citizenship at your company...



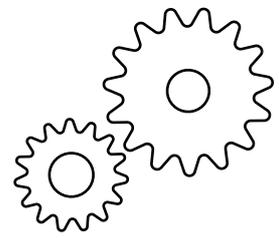
# Notes



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# Getting people to hang

## Get the gears turning



Use this exercise to: cook up ways to get employees together outside of the work they do together

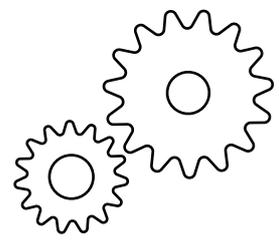
### GUIDING QUESTIONS

- Is there a holiday that your company could do something special together for? April Fools? Halloween? National Pen Pal Day? One that you invent?
- Is there a milestone you can celebrate? Something anchored to a metric? A moment in time? Your company's birthday?
- Is there a way to encourage employees to teach each other about their work (maybe it's deeply under the hood)?
- Is there a way to encourage employees to talk to each other about things they care/know about outside of work?
- Is there enough free time for serendipitous encounters?
- Can you invite outside speakers in?
- Are there common spaces (IRL or virtual) where people can hang?

### NOTES

# Sharing life stories

## Get the gears turning



Use this exercise to: create space for employees to share more about their lives outside the office

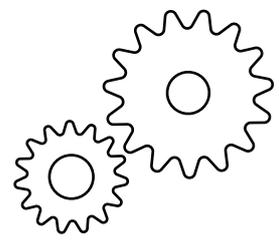
### GUIDING QUESTIONS

- What are the goals? (ex- build empathy with colleagues, explore storytelling techniques, practice public speaking)
- What should the forum look/feel like? (ex- will the presenter be standing or sitting? Slides or no slides? Snacks? Will multiple people share at once or just one?)
- How long should stories be?
- Should there be Q&A at the end?
- Should someone else introduce the storyteller?
- How often should these events be?
- Should stories be recorded?
- How do storytellers raise their hand?
- How will you make sure stories are good before they arrive on the company stage?
- Who can work hands-on with storytellers to craft their stories and offer support and accountability getting there?
- How will storytellers practice?
- Who should tell stories in the first batch?

### NOTES

# Shareholder Letter

## Get the gears turning



Use this exercise to: decide what to share with your team to communicate the state of the company

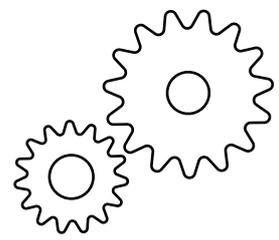
### IDEAS

- Things that got started this year
- Things that gained traction this year
- Glimmers of progress towards your long-term vision/mission
- Progress on the things you planned to do
- Progress on key metrics
- General health of the business
- What you learned this year
- Improvements to the organization (new systems/processes, new leaders, etc.)
- Stats about your employee base (# new people who joined, locations they work from)
- Good failures/things you were wrong about
- Stories of specific users you made an impact on
- Examples of great work
- Things that happened in the broader ecosystem and how you're thinking about it
- Competitive insights
- Company identity-shaping moments

### NOTES

# Culture breach

## Get the gears turning



Use this exercise to: create a runbook for showing up when the company's identity is on the line

### A BIG THING IS GOING ON IN THE WORLD OR OUR COMPANY

- Is a response necessary? Appropriate?
- What would our stated company values dictate we do?
- Does the company (or founder) have anything to contribute to the conversation?

### NOTES

### DECISION TO RESPOND

- IF YES: Will the response be internally-facing or externally-facing? Who should participate in response planning? Who will the response come from? (The Company, a company leader in the context of the company, a company leader in personal context)
- IF NOT: What are the principles for not responding? How can you create a supportive environment for employees that are feeling strongly (ex- create a forum to discuss it with colleagues privately, take the day off, etc.) Who does that message move through?

### NOTES

### PREPARE A RESPONSE

- What format does our response take? (blog post, tweet, internal discussion, etc.)
- Are employees invited to contribute ideas to response plan? If so, how? If not, why?
- How are employees brought along?
- What forum can employees use to discuss their perspectives (if any)?
- How will we monitor the response?
- What reactive communication should we have prepared?
- How can we provide a supportive space for employees that need it while not derailing the entire company's day?
- What trusted people, of different perspectives, can we get feedback from?
- Are there any adjustments we should make to the plan?

### NOTES

### RESPOND AND MONITOR

- How are we monitoring and evaluating sentiment?
- Who should join in to evaluate our response, with an eye towards improvements for the future?
- Are there any adjustments we should make to our process or principles for next time?

### NOTES

# Rollout plans

## Helping everyone embrace the work

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**Use this exercise:** Once you've picked a tactic and are ready to get the rest of your team on board.

### WHO

- Who needs to know? And when do they need to know?
- Who do you want input from along the way?
- Who do you want feedback from before it goes out to the broader team?
- Who can help you spread the word?
- Who can help amplify the message?

### HOW

- What's the key message?
- What channels will you use to distribute the message?
- What references and/or resources will you share?
- How will people share feedback? (And who is responsible for collecting it?)
- How will you evaluate impact?
- When will you revisit the work?

# Color Me!

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