

# ACTIVATION BUILDING BLOCKS WORKSHEET

Choose which tools and exercises will be most useful at each step of your activation journey. Map the tactics you've chosen on the Activation Curve to move your audience from current state to future state.

Each activity or tool falls within the Activation Curve:  HEAR IT  BELIEVE IT  LIVE IT

## SHARING THE STORY

- Map/Visual Explanation
- Poster/Mural
- Presentation
- Brochure
- Email
- Digital Magazine or eBook
- Memo/White Paper
- Animation/Video
- Podcast
- Installation/Pop-up Exhibit

## TOOLS FOR DAILY WORK

- Quick Reference Wallet Card/Keychain
- Q&A on Demand/Answer Sensei/Help Desk
- App/Mobile Experience
- Asynchronous Q&A/Forums
- Handbook/Guide/Playbook
- How-To Videos
- Card Deck

## INTERACTING & EXPLORING INDIVIDUALLY

- Interactive PDF/Microsite
- Intranet Feature/Microsite/Blog
- Risk Free Prototyping/Experimentation Sandbox
- eLearning
- FAQ

## TRACKING PROGRESS

- Success Stories/Spotlight Videos/Case Studies
- Dashboard/Status Tracker/Data Visualization
- Measurement System/Gather Evidence
- Feedback Loop on Individual Performance
- Celebration

## INTERACTING & EXPLORING WITH OTHERS

- Workshop
- Webinar/Webcast
- Learning Game
- Demonstration
- Instructor-Led Learnix
- Executive/Stakeholder Briefing
- 1:1 Meeting
- Offsite Team Building
- Team Meeting/Briefing/Rally
- Roadshow
- Conference

## STAYING MOTIVATED

- Contest/Competition
- Recognition/Shout Outs/Awards/Incentives
- Big Symbolic Action by a Key Influencer
- Quiz/Test

## FLIPPING LEARNERS TO TEACHERS

- Town Hall/Lunch & Learn
- Best Practices
- Equip Champions w/ Whiteboard Sketch Storytelling
- Advocacy Kit
- Peer Coaching/Mentorship

## SHAPING THE SOLUTION

- Listening Tour
- Workshop
- Hackathon/Design Sprint
- Feedback Loop to Gather Input

## KEEPING TOP OF MIND

- Tips & Tricks/Daily Reminders
- Environmental Reminders
- Capitalize on Unique Linguistic Identity/Memes
- Totems/Rituals/Symbolic Artifacts

## PERSONALIZING THE STORY

- Worksheet
- Journey Map
- Skit/Improv/Bodystorm/Role Play
- Scenario Planning

## MAINTAINING VICTORIES

- Update & Align Related Processes & Documents
- Document & Archive for Long Term
- Redesign Environment to Support the Change
- Onboard New Employees