

TOP 10 TIPS FOR SHARING STRATEGY AND INSPIRING TEAMS AT EVENTS



1 Start with a Powerful Vision Statement

Kick off the event with a clear, inspiring vision of where your company is headed. Show the bigger picture and explain how every team member has a vital role to play.

2 Use Storytelling to Create Emotional Buy-In

People remember stories more than slides. Share real examples of how the strategy will make an impact – on customers, the industry, or even the world. Personal, relatable stories connect your team to the mission.

3 Engage through Interactive Formats

Break away from the one-way presentation. Use live polls, Q&A sessions, and breakout discussions to actively involve your audience and gather feedback in real time. Better still, get your team to work on various aspects of the strategy so they feel ownership of it.

4 Show, Don't Just Tell

Incorporate dynamic visuals, videos, and demonstrations to make your strategy tangible. Strong visuals can communicate complex ideas faster and make them more memorable.

5 Bring Leaders Together for a Unified Front

Make sure senior leaders are aligned and present at the event. Hearing the same message from multiple leaders builds trust and demonstrates that the strategy is a shared priority.

6 Create Moments for Inspiration and Recognition

Recognise teams or individuals who exemplify company values or have contributed significantly. Sharing success stories can inspire others and show what's possible. Celebrate what good (great!) looks like.

7 Give People Time to Reflect and Connect

Provide space for attendees to process the strategy and discuss their thoughts. Whether through structured discussions or informal networking, let people connect the dots to their own roles.

8 Incorporate Fun and Energising Activities

Energise the room with team-building exercises, creative workshops, and light-hearted moments. A motivated team is a productive team.

9 End with Action

Don't let your strategy stay abstract. Summarise key takeaways and give clear next steps for how teams and individuals can start contributing immediately. Ceremonial 'moments of commitment' like signing a pledge wall or voicing a single priority action to the wider group can be a powerful force to close an event.

10 Follow Up to Keep the Momentum Going

The event is just the beginning. Share a recap of the strategy, key insights from the event, and tools to help teams stay aligned. Content captured at the event, as well as the content created for it, can enrich post-event communications and ensure your key messages stick.