Activation brief

One page everyone signs before anyone has an idea: who it is for, what should change, and the limits.

How to fill it in

1. Write the occasion and the date, then stop and write what people should do differently afterwards.
2. Describe the people: how many, where they work, which shifts, and who cannot easily take part.
3. Fix the limits now: budget band, venue, hours, brand rules, and who gives the final yes.

The occasion and the date What we are marking, and when

What should people do differently afterwards One behaviour you could see at work

Who it is for How many, where, which shifts

How we will know it worked Decide this before the day

The limits Budget band, venue, hours, rules

Who owns it, and who approves One owner, one approver, one date

Before you move on

- [ ] The change is a behaviour someone could see at work, not a feeling.
- [ ] Everyone invited can take part fully.
- [ ] One person approves, and the date is written.

THE RULE

Start from what should change on Monday. The activity comes second.

Source: Klein and colleagues (2009) · Small Group Research 40(2) · of four components studied, goal setting and role clarification had the largest effects

Activation brief

Worked example

The example is made up, to show a filled template: a delivery company marking its tenth anniversary. Replace it with your own.

The occasion and the date What we are marking, and when

Our tenth anniversary. Thursday 14 January, head office, 10:00 to 15:00.

What should people do differently afterwards One behaviour you could see at work

Dispatch and customer care call each other before a delivery is late, not after.

Who it is for How many, where, which shifts

160 people at head office. Two shifts. Twelve colleagues work from the warehouse and need transport.

How we will know it worked Decide this before the day

Three questions before and four weeks after, and the number of late deliveries flagged early.

The limits Budget band, venue, hours, rules

Budget band agreed with finance. On our own site. Inside working hours. No activity that excludes anyone.

Who owns it, and who approves One owner, one approver, one date

Owner: People and Culture manager. Approves: the managing director, by 1 December.