

XPLANE® BUILDING BLOCKS

INSTRUCTIONS

Assemble Tactics into
an Effective Plan for
Strategy Activation

OVERVIEW

XPLANE's Building Block deck is designed to complement the Strategy Activation toolkit to help you build an activation plan that moves people in your organization from alignment to adoption.

Strategy Activation is the art and science of persuading people to align around, engage with, and adopt new ways of working in order to achieve a shared vision.

An activation plan describes the communications, learning, and support needed for each distinctive group of stakeholders to have everything they need to execute the changes we envision.

WHAT IS THIS DECK?

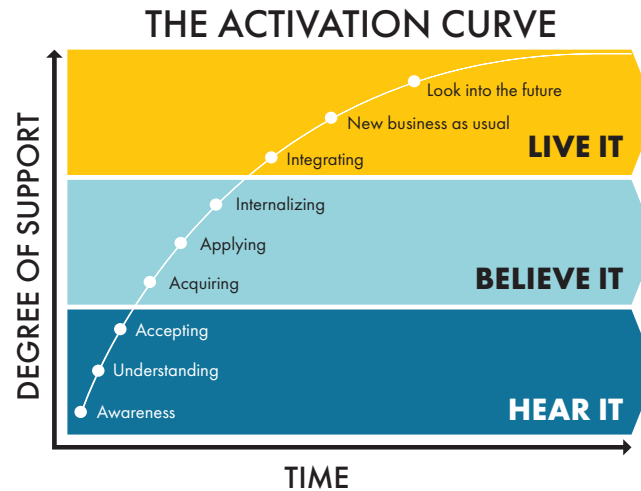
Activation plans are made up of a series of tactical activities, or *building blocks*, introduced into the organization in a structured cadence. Building blocks include a broad range of communication tactics, such as digital tools, training programs, events, and job aids.

While no two activation plans are the same, a common underlying structure and a set of frequently used building blocks forms the Strategy Activation toolkit. You can use this deck to assemble your building blocks, then customize and recombine them to create an activation campaign that addresses the unique needs of your organization.

In this deck, each building block is an individual card. Each card also fits into one of 12 categories, according to where in the process they are best used.

WHAT IS THE ACTIVATION CURVE?

Different stakeholders in your organization are at different levels of understanding. This is the natural result of how human beings process information. We call the progression from the first contact to embedded in the day-to-day functions the *Activation Curve*.



The Activation Curve is XPLANE's method of determining where change is needed and how it is activated throughout an organization.

To move people from the bottom of the curve to the top, you must start with where they are today. Plot out exactly where each of your stakeholder groups sits on the curve today and where you would like them to be in the future. This is a fast way to break through the clutter of who needs to be involved in a change process and get clarity on where to start, where you need them to be, and by when.

HOW TO PLAY

Use the building block cards to select tactics for each audience at each stage of the activation journey from **HEAR IT** through **LIVE IT**.

You can play individually, in pairs, or in small groups. If working in small groups, you'll need one set of cards and an activation plan worksheet per group.

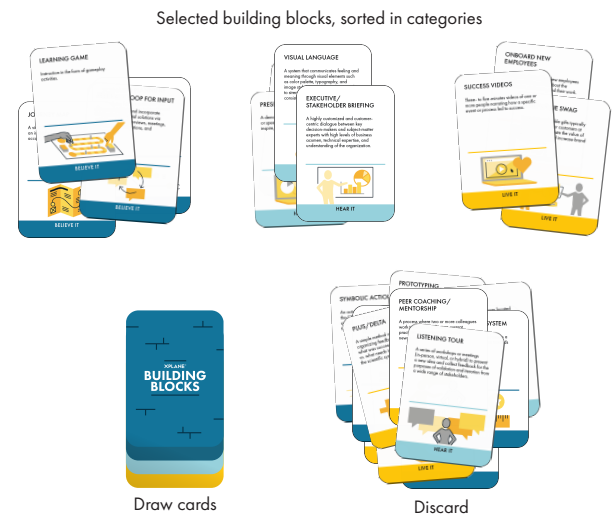
SELECT BUILDING BLOCKS

Flip through each card in the deck and ask yourself: which building blocks make the most sense for my organization?

As you consider your selected tactics, organize them by the phases of the Activation Curve. Light blue is for building blocks used in **HEAR IT**, dark blue for **BELIEVE IT**, and yellow for **LIVE IT**.

PRO TIPS: These phase designations are guidelines only. You might choose to use a building block in a different phase of activation.

Pick at least two building blocks from each of the 12 categories to ensure you've touched on each of the learning styles and purposes you've outlined.



Draw cards

Discard

TRANSITION TO ACTIVATION PLAN WORKSHEET

The Activation Plan describes the communications, learning, and support we need to provide to each distinctive group of stakeholders so they emerge aligned and prepared to execute the changes we envision.

Once you've selected your building blocks, use the Activation Plan worksheet to begin plotting them onto a campaign over time.

Across the top side is **PEOPLE**. Here we list the key stakeholder groups we'll be concentrating on — the most important groups we need to advance up the activation curve.

On the left side are **PHASES** over time. This should depict the expected period of the program and any key milestones along the route.

Plot the selected building blocks to the Activation Plan over the phases of activation, from the **HEAR IT** through the **LIVE IT** phase and any ongoing efforts across or beyond the three phases. Complete this activity for each stakeholder group in your organization. Some groups might need different building blocks than others.

For additional instructions, variations, and worksheets, head over to xplane.com/building-blocks-resources.

PRO TIPS: Don't rely on a single point of contact, like an email announcement, to set your carefully-honed strategy into motion. Instead, take steps to engage with your audience. By helping people move up the Activation Curve, you'll start to see your strategy come to life — and your coworkers looking forward to the next big change.

As you build out the plan, pay special attention to the desired transitions from phase to phase. For example, perhaps we want the hear it phase to last 3 months, but we know we need to invest more in the training and development, so the believe it phase might be six months. Or, you may have a driving deadline to get the entire program complete. Make note of all such important considerations.

For milestones, include any that will influence when people need to be ready. For example, if there is a major customer summit scheduled for June and the sales team needs to be ready by then, it should be noted on the plan. That will suggest we need to schedule communications and training for that stakeholder group.

More than one stakeholder group may benefit from the same building block. It's common to see the first column for "all stakeholders" fill up first. Look for opportunities to personalize the message for each group. Also consider repeating building blocks, while adapting messaging and content for each of the phases.

