

# Key Moments When Your Actions Can Make an Impact in 5 Minutes

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## Rationale

As an executive, your presence carries significant weight. There are key moments when showing up and kicking off a meeting or event can make a palpable difference in the engagement of the leaders and staff involved.

## Goal

Use this tool to identify key moments when you can make a difference and plan brief opening remarks to kickoff important events.

## Instructions



**Review the table below** for a list of the most common events where executive presence can make a real difference. If you're not already attending these, pick one or two to start joining.

### Purpose of Showing Up

### Common Moments

#### Emphasize the importance of the event

- ▶ Key meetings related to employee engagement (e.g., engagement survey results debrief)
- ▶ Performance calibration sessions
- ▶ Leadership meetings
- ▶ Formal recognition events

#### Recognize the group attending the event

- ▶ New hire orientation
- ▶ Leader development sessions for high-potential leaders

#### Other

**To identify other key moments** where your presence can make an impact, ask your direct reports or your HR team to share a few meetings where your presence could help emphasize the importance of the event or recognize the group attending.

# Kickoff Roadmap

Use the roadmap below to help you prepare your kickoff. Jot down any notes you want to remember in the notes section. Remember that prepping in advance doesn't need to strip away your authenticity; write down your notes using your voice.

Agenda Item	Example Talking Points	Notes
Introduce yourself and the purpose of the meeting or event	<p><b>Goal:</b> Introduce yourself and your role, then immediately state the explicit purpose of the meeting or event.</p> <p><i>"The goal for today's session is to..."</i></p> <ul style="list-style-type: none"><li>▶ Keep this short and exact (ask the event organizer how to describe it)</li><li>▶ Let attendees know who you are</li><li>▶ Consider sharing what the session is not about, where appropriate (e.g., for meetings that have a tendency to get off track)</li></ul>	
Help the group understand the meeting's importance—both for the organization and at the individual level	<p><b>Goal:</b> Help participants understand the importance of the session for the organization in general, and for them as individuals.</p> <p><i>"This is important to our organization because..."</i></p> <p><i>"You're also probably wondering: what's in it for me? Here's why this session is important to you..."</i></p> <ul style="list-style-type: none"><li>▶ Depending on your level of experience with the meeting or group, share what's personally meaningful to you</li><li>▶ If you are less familiar with the event, there are two additional ways you can illustrate the importance:<ul style="list-style-type: none"><li>• <b>Option 1:</b> Share a story. Where appropriate, plan to share a brief personal, patient, or staff member story to illustrate the importance of the session to the organization.</li><li>• <b>Option 2:</b> Share data. What data can you share that backs up the importance of the session?</li></ul></li><li>▶ Set the tone for the meeting by sharing expectations for participants</li></ul>	
Close and thank participants	<p><b>Goal:</b> Wrap up by thanking participants.</p> <p><i>"Thank you all for being here. Now that we're all on the same page about what we can expect from the session and one another, I'll pass it over to [meeting leader]..."</i></p> <ul style="list-style-type: none"><li>▶ Thank participants and the meeting leaders</li></ul>	