

Departmental Event Leader Speaks Guidelines

This is a list of topics you might want to include in your Leader Speaks. It is not the intention that you should include each and every one of these nor is the list comprehensive. This is simply a set of best-practice headings that we have picked up from watching many leaders and teams in many different situations and organisations.

The main factor to keep in mind is that in most Leader Speaks you are addressing your Direct Reports, whereas in a Departmental Event you are addressing different levels of your department and the majority of individuals do not work directly for you. Therefore your messages need to be broader and aimed at the different teams and the whole group more than the individuals in the room.

- (1) Start by explaining the areas you are going to cover
- (2) Key things you want from the event
- (3) If you are new in, first impressions of the organisation and department
- (4) Key issues facing the organisation and department
- (5) Any 'environmental' issues, e.g. legislation, market trends
- (6) The organisation's Mission, Vision and strategies and how they affect the department
- (7) The organisational structure - why the department exists and why it is structured the way it is
- (8) How we've been doing - results (internal performance, customer satisfaction, financial)
- (9) Key issues and objectives for the department and each team in it
- (10) Changes you would like to see
- (11) What is likely to change/stay the same
- (12) What is going on elsewhere in the organisation
- (13) For each team, say (one or both of):
 - (i) What you want them to focus on over the next x months
 - (ii) What they've done recently that has impressed you
- (14) Any other messages you want to get across
- (15) Finish by recapping what you have covered

Notes A Leader Speaks always has far more impact if key points are presented on flipchart. Use PowerPoint only if the group size precludes this. Refer to The Complete Guide to Leadership for further tips. The session is followed by Reflections to generate feedback and questions.

Time As long as you need to get the job done but ideally 20-30 minutes.