

## STRATEGY 3 WORKSHEET

### Host “Free Events”



THIS IS THE FUN PART. TAKE CREATIVE LIBERTIES AND LIST OUT AT LEAST 3 SOCIAL EVENTS OUTSIDE OF WORK WHERE THINGS GOT DONE (e.g. community clean-up events, TEDx, Meet-Ups, after work sports, fund raisers, etc.)

- EVENT 1: \_\_\_\_\_
  - WHY YOU ATTENDED: \_\_\_\_\_
- EVENT 2: \_\_\_\_\_
  - WHY YOU ATTENDED: \_\_\_\_\_
- EVENT 3: \_\_\_\_\_
  - WHY YOU ATTENDED: \_\_\_\_\_



COME UP WITH 2 OR 3 SIMILAR EVENTS YOU COULD HOST FOR COWORKERS, WITH A SPECIFIC OUTCOME/IMPROVEMENT IN MIND:

- IDEA 1: \_\_\_\_\_
  - OUTCOME/IMPROVEMENT: \_\_\_\_\_
- IDEA 2: \_\_\_\_\_
  - OUTCOME/IMPROVEMENT: \_\_\_\_\_
- IDEA 3: \_\_\_\_\_
  - OUTCOME/IMPROVEMENT: \_\_\_\_\_



SHOP THE IDEAS AROUND TO A FEW PEOPLE WHO WOULD MOST LIKELY ATTEND, AND PICK THE ONE THE GETS THE MOST “VOTES”.

- SET A DATE: \_\_\_\_\_



PROMOTE THE EVENT IN NEWSLETTERS, FLIERS, BULLETINS, ETC. ADVERTISE THE SOCIAL ASPECTS (“FUN” STUFF) AND ALSO THE SPECIFIC CHANGE OR IMPROVEMENT YOU’RE EXPECTING.



TREAT THIS LIKE AN EXPERIMENT. THE MORE YOU DO, THE BETTER YOU’LL GET AT DOING IT. KEEP IT SIMPLE UNTIL YOU BUILD A STEADY FOLLOWING.