YOUR CHECKLIST

FOR RUNNING WORLD-CLASS TOWNHALLS

1. PURPOSE

- ○ Have you defined a clear purpose for the townhall?
- ○ Is this purpose agreed upon and supported by leadership?
- ○ Have you communicated the purpose clearly to employees?
- ○ Does everyone understand why the townhall is happening?

2. CONTENT

- ○ Is all the content aligned with the purpose of the townhall?
- ○ Have you removed any irrelevant or "vanity" content?
- ○ Are you addressing the topics employees care about most?
- ○ Do leaders support saying "no" to off-topic content?

3. SPEAKERS

- ○ Are speakers selected based on their presenting skills, not just seniority?
- ○ Are you offering speaker training to improve their delivery?
- ○ Can you invite a mix of leaders and non-leaders as speakers?
- ○ Have you helped speakers prepare with tips on lighting, background, and camera setup?

4. SLIDES AND VISUALS

- ○ Can you eliminate slides and opt for conversations rather than presentations?
- ○ If using slides, can you limit each speaker to 3 slides max?
- ○ Have you minimized text on slides, focusing on visuals to convey the message?

5. FORMAT

- ○ Are you introducing variety in the townhall format (e.g., panels, fireside chats, Q&As)?`
- ○ Have you kept segments short and to the point (3-minute segments instead of 30)?
- ○ Are you using music or other creative elements to set the tone?
- ○ Have you drawn inspiration from TV shows and YouTube to keep things engaging?

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