

Cues Quick-Start

Keep employees connected to the company's future by creating new physical and behavioral cues.

HOW WILL EMPLOYEES STAY CONNECTED TO THE FUTURE?

Design Your Company's Physical and Behavioral Cues

How will your employees remember why they come to work? Craft reminders large and small to help them stay connected, even when the pressures of deadlines and project plans threaten. When cues are embedded throughout the employee experience, these consistent physical, digital, and behavioral symbols can reenergize individuals and provide the lift they need to make it through difficult moments and inevitable long days.

WHY YOU'RE DOING THIS

To help leaders get started designing cues.

HOW YOU'LL DO IT

A small-group working session.

WHO SHOULD PARTICIPATE

2 to 3 creative employees who have been with the company over a year.

WHERE IT SHOULD HAPPEN

Anywhere with lots of wall space and room to work.

WHAT YOU'LL NEED

Your list of behaviors from Chapter 4, your company purpose statement, markers, Post-it Notes, whiteboards or wall space, and a set of worksheets for each participant.

HOW LONG YOU'LL NEED

2 hours.

Download this exercise to work on with your team at [greatmondays.com](https://www.greatmondays.com)

INSTRUCTIONS

1. With your creative partners, brainstorm a list of cues that will help employees remember the company's purpose. Start by listing at least five physical cues.

HINT: Don't worry if the ideas aren't great, just write them down. In the creative process, starting is often the hardest part.

Time: 15 minutes

2. Repeat step one, but this time write out at least five digital cues.

Time: 15 minutes

3. Finally come up with at least five behaviors that leadership can model to keep employees inspired by the company purpose. Consider if there are any existing opportunities from which you can create a cue, either physical, digital, or behavioral.

Time: 15 minutes

4. Once your group has at least 15 ideas, evaluate which are most likely to be successful by testing your ideas against the Cues Checklist.

Time: 20 minutes

5. Take the three or four most promising ideas—those that best answered the questions from the Checklist—and create a list of what you will need to make them real. Set aside the rest but keep a record for inspiration the next time you need to create new cues.

Time: 30 minutes

LIST CUES THAT ALIGN WITH YOUR COMPANY'S PURPOSE.

Write your purpose		
physical	digital	behavioral

EVALUATE YOUR BEST IDEAS AGAINST THE CUES CHECKLIST AND HOW APPROPRIATE IT IS FOR YOUR CULTURE.

PHYSICAL AND DIGITAL ASPIRATIONAL CUES		
	CUE 1	CUE 2
Is it connected to a larger goal?		
How many people does it reach?		
Will it scale?		
Does it stand on its own?		
How appropriate for your culture?		

BEHAVIORAL ASPIRATIONAL CUES		
	CUE 3	CUE 4
Is it connected to a larger goal?		
Does everyone experience it?		
Does it strengthen relationships?		
Can it spread?		
How appropriate for your culture?		