

Manager Talking Points – Q3 Global Town Hall Follow-up

Goal: Create a framework that gives managers confidence in communicating consistently while allowing them to personalize for their teams and situations. Each version tells the same success story through the lens of what matters to that specific audience.

Universal Reminders for All Managers

Do This:

- ✓ Allow time for questions and discussion
- ✓ Connect results to your team's specific contributions
- ✓ Be genuine with recognition - specific examples work best
- ✓ Follow up individually with anyone who seems concerned

Avoid This:

- X Reading the talking points word-for-word
- X Skipping the recognition piece
- X Making promises about things outside your control
- X Rushing through if people have questions

Follow-Up Action: Send a brief email summary to your team within 24 hours.

Office Worker Managers

Opening Frame

"I want to share highlights from this morning's town hall in case you missed it, plus what this means for our team specifically."

Key Messages

1. **Strong Quarter:** Revenue up 8% to \$847M, ahead of our \$820M target
2. **Client Growth:** Added 47 new enterprise clients, our best Q3 in five years
3. **Your Impact:** Office teams drove 60% of our new client wins through improved proposal response times
4. **Looking Ahead:** Q4 focus is client retention - your relationship management is critical
5. **Investment News:** \$2.3M approved for new R&D programs. We will plan an updated from the innovation team so you can hear the latest

Team Recognition Opportunity

Highlight specific contributions: project completions, client feedback, process improvements, collaboration examples along with anniversaries, awards/recognitions

Questions to Ask

- "What questions do you have about our Q4 priorities?"
- "How can I better support your work?"

Field Sales/Service Managers

Opening Frame

"Great news from the town hall this morning - want to make sure you heard how your efforts are paying off."

Key Messages

1. **Territory Performance:** Field sales hit 112% of target, service satisfaction at 94%
2. **Revenue Impact:** This team generated \$312M of our \$847M total (37% of company revenue)
3. **Client Feedback:** Net Promoter Score up 12 points thanks to your responsiveness
4. **Q4 Pipeline:** 89 qualified opportunities worth \$45M heading into final quarter
5. **Support Coming:** New CRM mobile app launches next month to reduce your admin time

Team Recognition Opportunity

Call out specific wins: major deals closed, difficult client situations resolved, territory growth, team collaboration, awards/recognition, anniversaries

Questions to Ask

- "What's keeping you up at night?"
- "What's your biggest challenge heading into Q4?"
- "How can we better support you with the new prospects in your pipeline?"

Manufacturing Floor - Daily Stand-Up

Opening Frame (2 minutes max)

"Quick update from leadership's town hall this morning - good news about our quarter."

Key Messages

1. **Production Win:** We hit 98% quality targets and delivered on time 94% of the quarter
2. **Safety First:** 67 days without incident - keep this momentum going
3. **Volume Growth:** 15% more units shipped than Q2, thanks to your efficiency improvements
4. **Bonus News:** Q3 performance triggered production bonus - details in Friday's paycheck
5. **Equipment Update:** New line 3 equipment approved for December installation

Team Recognition Opportunity

Recognize: safety improvements, quality catches, process suggestions, helping newer team members, anniversaries, awards/recognition

Questions to Ask

- "Any equipment issues I should know about?"
- "What would help you maintain this quality level in Q4?"