

Building Blocks Cheat Sheet

Use this cheat sheet with the Activation Curve to select which tools and exercises will most useful for each audience at each step of the activation journey. Map the tactics you've selected on the Activation Curve to move your audience from current to future state.

Sharing the Story		Interacting & Exploring with Others		Personalizing the Story		Tracking Progress		Keeping Top of Mind	
 Map/Visual Explanation	 Poster/Wall Installation (Mural)	 Workshop (In-Person, Virtual, Hybrid)	 Executive/Stakeholder Briefing	 Worksheet	 Journey Map	 Success Stories/Spotlight Videos/Case Studies	 Dashboard/Status Tracker Data Visualization (Physical or Virtual)	 THE BIG CAMPAIGN	 Tips & Tricks/Daily Reminders
 Presentation	 Brochure	 1:1 Meeting	 Offsite Team Building	 Role Play/Skit/Improv	 Scenario Planning	 Measurement System/Gather Evidence	 Feedback Loop on Individual Performance	 Environmental Reminders	 Word-a-day/Idea-a-day (Calendar/App)
 Email/Memo	 Digital Magazine/Ebook	 Team Meeting/Briefing/Rally	 Instructor-Led Learning	 Mad Libs Worksheet/Activity	 Change Leader (Champion Program)	 Celebration!	 Feedback Loop to Gather Evidence	 Internal "Ad" Campaign	 High-Value Swag
 White Paper	 Animation/Video	 Roadshow (In-Person, Virtual, Hybrid)	 Conference	 Leader's Guide	 Leader Training (Train the Trainer)	 Governance System	 Employee Survey	 Newsletter	
 Podcast	 Installation/Pop-up Exhibit	 Webinar/Webcast	 Learning Game	Tools For Daily Work		Staying Motivated		Maintaining Victories	
 Interactive Exploration		 Demonstration		 Forums/Asynchronous Q&A	 Handbook/Guide/Playbook	 Quiz/Test	 Contest/Competition	 Update & Align Related Processes/Documents	 Document & Archive for Long Term
Interacting & Exploring Individually		Shaping the Solution				 Recognition/Shout Outs/Awards/Incentives	 Symbolic Action by Key Influencer	 Onboard New Employees	 Update Recruiting/Hiring Process
 Interactive Experience/Website	 Intranet Feature/Microsite	 Listening Tour (In-Person, Virtual, Hybrid)	 Hackathon/Design Sprint	 How-to Videos	 Card Deck	 HR Performance Management Integration	 Video Interview/Case Study on How Change is Working	 Shout Outs/Recognition Board	 Youtube Success Stories
 Risk Free Prototyping	 E-Learning	 Feedback Loop to Gather Input	 Virtual Whiteboard for Feedback	 Quick Reference Wallet/Keychain	 Q&A On Demand/Help Desk	 Virtual Daily Reminder/Worksheet	 Inspiration Boards/Workshops (e.g. "How to Ideate")	Continuous Improvement	
 Frequently Asked Questions (FAQ)	 Blog			 App/Mobile Experience	 Office Hours	Flip the Learners to Teachers		 Start/Stop/Continue Exercise	 Retrospective
 Internal App (Slack, Workforce, Etc.)	 Augmented Reality (AR)/Virtual Reality (VR)/Mixed Reality (MR)	 Survey		 Virtual Daily Reminder/Worksheet		 Advocacy Kit	 Peer Coaching/Mentorship	 Insights to Action Workshop	 Kanban Board
 Geo-fencing						 Town Hall/Lunch & Learn	 Best Practices	 Pilot Project	 Feedback Loop/Plus Delta
						 Equip Champions with Whiteboard Sketch	 Podcast Series	 Gap Analysis	
						 Playbook/Method Cards	 Ride Alongs/Shadowing		