IP BEST PRACTICES

Visible Action Roadshow

A best practice shared by Henno Janmaat.

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Visible Action Roadshow

It's about what you do, not about what you say — new values are activated by having leaders show new behaviour in a visible action roadshow.

Key steps

Announce that you will visit the top leadership of each part of the organization, ideally together with a board member, and plan the visits, ninety minutes each.

The workshops should be at a visible place — the parking lot, the entrance, or the restaurant. Have one spot per value in the room. Walk the talk and pass the values with the group and have senior leaders share why the value is important to them.

Have two workshop rounds of fifteen minutes to let people define a visible action for their favourite two values. Afterwards have people vote for the most inspiring action per value.

Ask for one sponsor per action and take a picture with that person, the value and the CEO, and communicate within 24 hours with all colleagues of that part of the organisation.

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