

“The Critical Link” Workshop Ambassador Agenda

Facilitator: CECOM HQ PAO

Location: Virtual, in person where possible

Workshop Objective: Train champions within CECOM HQ and its five subordinate commands to effectively promote workforce understanding of and support to Command priorities.

Pre-Workshop Action Items:

- Develop trainer materials (presentation and talking points, quick reference sheet, FAQs)
- Develop trainee materials (presentation and talking points, quick reference sheet, FAQs)

Agenda: (~3 hrs total per workshop)

Topic	Duration	Details
Welcome and Overview	15 min	Establish a common understanding of purpose and way ahead <ul style="list-style-type: none"> • Expected outcomes of training session • Need for training session
Command Vision and Mission	30 min	Establish common understanding of Command mission, vision and priorities <ul style="list-style-type: none"> • CECOM FY2013-2015 Campaign Plan overview • CECOM mission • Commander’s intent • CECOM vision • Key themes and messages
CECOM is <i>“The Critical Link”</i>	30 min	Review key elements of the <i>“The Critical Link”</i> messaging <ul style="list-style-type: none"> • <i>“The Critical Link”</i> video • <i>“The Critical Link”</i> messaging
BREAK	15 min	
Speaking with a Unified Voice Across the Command	45 min	Establish importance of speak with a unified voice across the Command <ul style="list-style-type: none"> • <i>Exercise:</i> How much do you know about CECOM’s organizations? • CECOM is a team of teams • MSCs as <i>“critical links”</i> • Keys to a successful CECOM brand strategy • CECOM HQ & Organization Co-Branding Guidelines
Onsite Training	30 min	Discuss onsite training <ul style="list-style-type: none"> • Training overview • Roles and responsibilities • Training materials
Q&A	15 min	Question and answer session