Inspire your team to act

First, you define your bold goal — the transformational results and impact you want to make. Then, you develop your Future-Back Plan™ to chart your path to achieve it. Now, comes the critical next step: enlisting the people you need to make it real.

Try launching an Inspire & Activate Campaign® — a coordinated, systematic approach that mobilizes the right people to take meaningful action to drive your bold goal forward. Here's a high-level example:

Bold goal: In 5 years, we'll be the first to offer coast-to-coast electric car charging capabilities on all major U.S. highways.

Campaign cadence	Leaders	Company	External Partners
First: **Inspire**	**Secure leadership commitment with:** + **A kickoff event** that unites leaders behind the charging station bold goal and co-creates milestones for years 1-5	**Launch company-wide with:** + **Team bootcamps** to kick off 3 Year-1 priorities (securing 5,000 sites, building tech platform, establishing partnerships) + **Storytelling campaigns** that help team members connect to why this bold goal matters to them	**Generate excitement and attract partners with:** + **Keynote address** at a major auto industry conference showcasing the coast-to-coast vision + **High-profile PR** that builds credibility and interest
Then: **Activate**	**Build connection, capability, and momentum by holding:** + **Monthly leadership forums** to assess progress, make decisions, and build strong relationships + **Quarterly learning days** with energy infrastructure experts and partners on key strategic topics	**Promote continuous action through:** + **Quarterly innovation challenges** that invite employees to design components for the charging network + **Quarterly town halls** that celebrate progress against milestones and wins from individual teams and innovation challenges	**Give partners ways to make the bold goal real by creating:** + **Exclusive partner convenings** to announce a $200M fund and invite key auto and energy players to co-develop new technologies + **Quarterly innovation summits** that bring partners together to solve shared challenges and showcase progress + **An industry coalition** rallying players to adopt universal charging protocols
Outcome	**Clear, committed leaders** taking on the bold goal as one unified team	**A unified, energized team** acting in the right ways to make the bold goal real	**Engaged external partners** lending their influence, expertise, and investment to achieve the bold goal

What makes an Inspire & Activate Campaign different?

An Inspire & Activate Campaign® has three defining characteristics:

1 It's systematic, not tactical

Rather than deploying isolated, disconnected activities, an Inspire & Activate Campaign orchestrates multiple touchpoints across multiple audiences (leaders, company, external partners) as part of one sequenced, integrated effort to achieve a bold goal.

2 It engages heads, hearts & hands

An Inspire & Activate Campaign goes beyond just communicating information to deliberately help people understand what you're doing (head), connect emotionally to why it matters (heart), and take action to contribute to a bold goal (hands).

3 It creates immediate opportunities to act

An Inspire & Activate Campaign doesn't stop at awareness or alignment. It provides meaningful ways for people to participate right away with clear calls to action that match their capacity to contribute toward the bold goal.

An Inspire & Activate Campaign helps you achieve your bold goal by creating:

✓ Sustained focus & commitment

Keeps the bold goal at the center of everything through consistently aligned messaging and rituals vs. one-time announcements that lead to confusion and swirl.

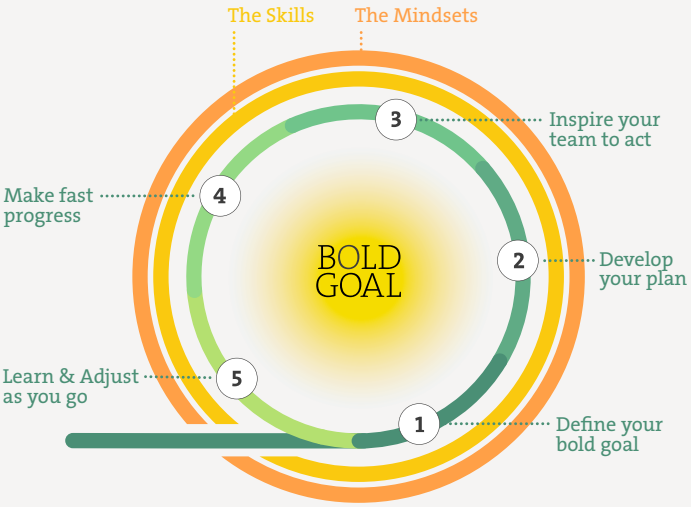
✓ Speed & momentum

Unifies and energizes people, driving clarity and alignment to make fast progress vs. fragmented efforts and resistance that slow progress.

✓ Ongoing action at scale

Sustains coordinated action from launch to the achievement of the bold goal vs. strong starts that lose steam.

Discover the Lead Brighter Leadership System



Inspiring your team to act is Step 3 in our 5-step Lead Brighter® Leadership System®, a unique, proven approach to leading designed with everything you need to supercharge you and your team's ability to achieve transformational results and impact.

We design and facilitate inspiring gatherings, offsites, and activation campaigns to help you mobilize the right people in the right ways to drive your bold goal forward. Reach out to hello@tournesolllc.com or learn more at leadbrighter.com.



Tournesol is a leadership consulting firm. We partner with CEOs, senior leaders, and their teams to drive transformational results and impact in significant moments of change using our unique, proven Lead Brighter® Leadership System®.

We're here to help you:

+ Set vision, create strategy, and develop your plan
+ Align leaders and teams through offsites, summits, town halls, and trainings
+ Identify and prepare teams to execute on key priorities and initiatives
+ Develop practices to accelerate progress against your plan and stay on track to deliver it
+ Create and execute cross-company change initiatives, innovation programs, and more

Connect with us at hello@tournesolllc.com

leadbrighter.com

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