

# time to learn

Facilitator Guide

**Service (partners)**

August 2025

Thanks for joining us for this month's timetolearn.  
Here's what's coming up:

- 04 | **Start of the season (40 mins)**  
Why this season is a game changer for Sky Sports, and how to confidently communicate that excitement and benefits to our customers.
- 12 | **Sky Community forum (20 mins)**  
Build awareness and understanding of the Sky Community – what it is, who's involved, and how it can support both customers and your team.
- 17 | **Let's take a moment (60 mins)**  
A flexible set of short learning activities designed to help your team pause, reflect, and reset during this period of change and focused upskilling.



**Play a  
video**



**Tell your  
team**



**Team  
discussion**



**Non-voice  
teams only**



**Site  
instruction**



**Online  
resource**



**Look for**

## Help with your session:



**Microsoft Teams:** Teams connects you and your team together to collaborate, carry out tasks, share ideas, and make plans. You can learn more about how Teams can help you deliver a great timetolearn session in these videos:

[Creating breakout rooms](#)

[Using whiteboards](#)

[Using the meeting chat](#)

[Recording a meeting](#)



**Facilitation:** If you'd like to improve your sessions by developing your facilitation skills - whether you're looking for beginner hints and tips or advanced facilitation techniques - reach out Faye Smith, our TTL Learning Specialist, who'll be happy to guide you in the right direction.



**Facilitator guide news:** If you're delivering this session to a non-voice team, look out for a new chat/messaging icon in the guide:




This icon highlights content specifically designed for non-voice teams. They include tailored facilitation tips and activity variations to make the session more relevant and practical for written customer interactions.

### How it'll work

In this session, a Play presenter and a virtual facilitator will guide you through your timetolearn session, while you'll act as the co-facilitator in the room. Here's how it'll work:

- **Start the session:** Begin by selecting the **CSG Play - Introduction** and play the first video. The Play presenter will introduce the session, they'll then hand over to a virtual facilitator who'll tell you what's coming up, set the tone, and introduce your first content section
- **Follow their lead:** Your virtual facilitator will guide you and the team through parts of the session, letting you know when it's time for you to step in and take over. Simply follow what they say and the instructions in this session guide
- **Play:** Throughout the session, there are Play video segments. This guide will indicate when to play each one.
- **Get ready to engage:** Keep the session interactive, encourage participation, and create a positive environment for learning and discussion.

 **Note:** We're here to support you. Feel free to reach out to Faye Smith, TTL Learning Specialist, or connect with your local Learning Specialist on-site if you need additional support in embedding this learning.

Let's get started.

## CSG Play - Introduction



**Action:** Open the timetolearn site and select **CSG Play - Introduction** from the menu.



**Action:** Play the video.



**Action:** Once complete, select **Back to menu** (top right of the screen) and select your next topic from the menu.

# Start of the season (40mins)

Facilitator notes:

## Facilitator note

### Purpose

This session is all about understanding why this season is a game changer for Sky Sports, and how to confidently communicate that excitement and benefits to our customers. We'll also explore why football means so much to our customers, share practical sales tips to overcome challenges, and build confidence in having great Sky Sports conversations.

### What we'll cover

- **Kick off: Start of the season**
  - A message for Phil Roser, Head of Marketing, sharing what makes this season different, and a group discussion to explore the key messages
- **Football – More than just a game**
  - We'll hear teammates across CSG about why football matters to them and our customers, and how we can connect with that passion – even we're not fans ourselves
- **Raising our game**
  - This section reframes how we think about selling Sky Sports. Through open discussion, we'll explore confidence levels, common challenges, and new ways to approach sales conversations – plus share real-world hints and tips for success
- **Know the score – what's the benefit?**
  - A fast-paced quiz to test knowledge of key Sky Sports messages, and practice linking them to real customer benefits in your conversations
- **Personal reflection**
  - Each team member reflects on their own learning and identifies one actionable step to apply to their role

### Activity guides

This session includes three interactive activities:

- Kick-off: Start of the Season
- Raising our game
- Know the score – what's the benefit?

Each activity comes with a detailed guide to help you facilitate and engage the team effectively throughout the session. Make sure you review each activity guide in advance to ensure a smooth and impactful session.



Tailor the session to your team. Adapt the activities and discussions to reflect your team's business area and how your team engages with customers – whether that's face-to-face, over the phone, or through messaging and chat.



**Remember:** If you're delivering this session to a non-voice team, look out for the chat/messaging icon in this guide. This icon highlights tailored facilitation tips and activity variations designed to make the content more relevant and practical for written customer interactions.

## Kick off: Start of the season (5 mins)



**Action:** Show the **Kick off: Start of the season** section on screen.



**Action:** Take the team through the information.



**Action:** Play the video.



**Action:** Move through the discussion prompts and explore the team's thoughts.

## Activity guide

Here's some information to help you run the activity:

### Objective

Get the team engaged and excited about the new season, while setting the tone for confident Sky Sports conversations.

### Instructions

- **Face-to-face:**
  - Ask for a show of hands: "Who's already buzzing for the new season?"
  - Shout out: "In one word, how did the video make you feel?"
- **Teams:**
  - Use the raise-hand function to ask: "Who's already buzzing for the new season?"
  - Run a quick poll or use the chat: "In one word, how did the video make you feel?"



**Ask:** If you had to reflect the energy and excitement of the season in short-form messages, how would you do it?

What kind of language, emojis, or tone might really resonate with fans in chat or written conversations?



We've got some exciting new ways to talk about Sky Sports this season, but why is football so important to our customers? We'll explore that more in the next section.



**Action:** Once complete, move on to the next section.

## Football – more than just a game (10 mins)



**Action:** Show the **Football – more than just a game** section on screen.



In this section, we'll explore the powerful emotional connection people have with football by hearing real stories from our CSG teammates. We'll then take time to reflect on how we can tap into that passion to create more relatable, meaningful conversations with customers – even if we're not football fans ourselves.



**Action:** Take the team through the information.



**Action:** Play the video.



**Action:** Invite the team to share their own football stories or connections.



### Ask:

Use the following prompts to guide the conversation:

- Why do you think football creates such strong emotional connections for customers?
- Can you relate to the passion football fans feel, even if you're not a fan yourself?
- How can understanding a customer's love for football help you in a conversation?
- How might you use football as a way to build rapport with a customer?
- How can we support each other in learning more about football to better connect with fans?



How can you show empathy and shared excitement in a message, especially when you can't hear the customers tone?

Ask the team to write a short, friendly message that taps into a customer's passion for football.



**Action:** Once complete, move on to the next section.

## Raising our game ( 15 mins)



**Action:** Show the **Raising our game** section on screen.

## Activity guide

### Objective

We know we're selling Sky Sports, but we can do more. This section is about reframing how your team thinks about selling sports, building confidence, identifying and overcoming challenges, and sharing tips to improve together.

### Set-up

Run this as a large group discussion or split the team into smaller groups for more active participation. If splitting, mix confident and less confident sellers to encourage peer-to-peer learning.

### Instructions

- **Face-to-face:** Ask the team to rate their confidence selling Sky Sports from 1 to 5 (1 = not very confident, 5 = very confident)
- **Teams (virtual):** Have participants post their number in the chat

### Discussion prompts

Use the following prompts to guide the conversation:

- What did you score yourself and why?
- What challenges do you face when selling Sky Sports?
- What can you do to overcome these challenges?
- If you're not confident selling sports, what stops you?
- If you're confident selling sports, what's stopping you from selling more?
- How can the team support each other to grow our Sky Sports sales?

### Instructions

- Discuss the team's responses and develop ideas on how to increase confidence across the team and drive more Sky Sports sales.
- Finish the activity by showing the **Raising our game: top tips** section and discuss if there's any they can adapt and use in their conversations.



Encourage the team to share specific challenges they face in written conversations – like tone, speed, or character limits. What’s harder to do in writing (vs phone or face to face)? How do you overcome that?

### Team tip swap

Ask confident advisors to share one phrase or tactic they use when promoting Sky Sports. Which ‘top tips’ could be adapted for written conversations?



### Action:

- Capture the team’s key takeaways from the activity and actionable steps they can take to improve sport sales and confidence
- Use these insights for follow-up discussions and ongoing team support



**Action:** Once complete, move on to the next section.

## Know the score – what’s the benefit? (20 mins)



**Action:** Show the **Know the score – what’s the benefit?** section on screen.

## Activity guide

### Objective

To build understanding of what the new Premier League rights mean for Sky Sports customers, and how to link key facts to real customer benefits in conversations.

### Set-up

Divide into smaller groups for active participation.

### Instructions

- Introduce the quiz and explain the scoring
  - Correct answer = 1 point
  - Clear customer benefit shared = 1 point
  - Strong real-life example = 1 point
  - Fun team name/energy shown = 1 point
- Share each question one at a time (on screen for in-person groups or digitally for online sessions)
- Participant responses:
  - **Face-to-face:** Ask for hands up or shout-out answers
  - **Teams:** Ask participants to post their answers in the chat

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- After each question:
  - Reveal the correct answer
  - Use the discussion prompts to explore how the fact becomes a benefit
  - Repeat the above until all questions are completed

## Quiz answers

**Q1 (answer):** Sky Sports will show **215 Premier League games** this season.

Benefits:

- **More matches, more moments.** You won't miss the big games, the drama, or the title race twists
- **Better value for fans.** With this many games, you're getting more football for your money
- **Something for everyone.** Whether you're into top six clashes or relegation battles, there's always something to watch

**Q2 (answer): Sky VIP Sports Hub** is exclusive to Sky Sports customers.

Benefits:

- **Fan offers.** Get exclusive discounts on memberships to your favourite teams, media subscriptions, and fan days out (such as stadium tour offers and more)
- **Kits and equipment.** Get discounts on kits and sporting equipment – everything you need to support your team and play your favourite sport
- **Participation.** Helping fans take part in the sports they love with pitch hire offers and much more
- **Tickets and prizes.** Get closer to the action with access to exclusive sports tickets, for Premier League, EFL, Formula 1, England cricket and MCC Lords cricket plus experiences, and competitions

**Q3 (answer):** Sky Sports will show over **140 weekend games** this season.

Benefits:

- **Your weekends sorted.** Big games lined up every Saturday and Sunday means you've always got something to look forward to
- **Perfect for social viewing.** It's a great excuse to get friends or family together for match day
- **Weekend plans made easy.** Join millions of fans watching live football. And don't forget there's live games on Friday and Monday nights too

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**Q4 (answer):** Sky Sports offers unparalleled access, showing **80% of all televised Premier League matches**.

Benefits:

- **The home of Premier League football.** If you want the full picture, Sky Sports is where it's at
- **One place, all the action.** No need to juggle multiple subscriptions – Sky Sports covers the majority.
- **Confidence you're not missing out.** The majority of key matches are right here

**Q5 (answer):** Every suspenseful moment, title-decider, and relegation battle will be covered live with all **10 final day matches** shown on Sky Sports.

Benefits:

- **Every twist, live.** Watch the title race, top four battle, and relegation fight unfold in real time
- **Total control.** A once a season event, choose the match you care about most or follow them all with live updates and coverage
- **Experience the full drama unfold.** Every goal, every twist, every celebration. – all the action in one place

### Wrap up

- Tot up team scores and celebrate the winners
- End the session by encouraging ideas and discussion about what they can do differently and how they can support each other

### Action plan

- Discuss any actions or next steps the team plans to take
- Use these insights for follow-up discussions and ongoing team support



After each quiz question, ask the team to reframe the benefit as a short, engaging customer message.

**Bonus round:** Adapt a message challenge. Ask the team to write a message conversation to demonstrate value.



**Action:** Once complete, move on to the next section.

Facilitator notes:



During this session, you've come up with some great ideas and shared some really practical hints and tips we can try out. We're approaching the end of the session, let's take a moment to reflect on how we can put them into action.



**Action:** Show the **Final whistle: let's reflect** section on screen.



**Action:** Review the key points with the team and go through the **Your reflections** section.



**Ask:**

- Does anyone have any initial ideas they'd like to share?



Bring your reflections to your next 1-2-1, where we'll follow up on turning ideas into actions.



**Action:** Capture the team's thoughts, ideas, and examples for follow-up discussions and ongoing coaching and support.



**Action:** Once complete, select **Back to menu** (top right of the screen) and select your next topic from the menu.

## CSG Play - Sizzle



**Action:** Show **CSG Play - Sizzle** on screen.



**Action:** Play the video.



**Action:** Once complete, select **Back to menu** (top right of the screen) and select your next topic from the menu.

# Sky Community (20mins)

Facilitator notes:

## Facilitator note

### Purpose

This session is designed to build awareness and understanding of the Sky Community – what it is, who's involved, and how it can support both customers and your team. By the end of the session, your team will feel more confident talking about the Community and understand how it can be used as a valuable digital tool to enhance the customer experience.

### What we'll cover

- **What is the Sky Community:** We'll start by testing our current knowledge and busting a few common myths using a confidence-based activity
- **Sky Community research:** We'll look at what the data tells us about how often customers mention the Community, and why we don't always respond to it
- **Who are the Sky Community:** We'll take a closer look at who contributes to the forum, from everyday users to Superusers and Sky Community Messaging advisors and explore how they all play a role in supporting our customers
- **Why talk about the Sky Community:** We'll discuss when and how to naturally introduce the Sky Community in conversations to enhance the customer experience and support First Time Resolution

### Activity guides

This session includes an interactive activity: **What is the Sky Community?**

The activity comes with a detailed guide to help you facilitate and engage the team effectively. Make sure you review the activity guide in advance to ensure a smooth and impactful session.

# What is the Sky Community?

Facilitator notes:



**Action:** Show the **What is the Sky Community?** section on screen.



**Action:** Take the team through the information



**Ask:**

- What do you know about the Sky Community forum?
- Have you ever used it yourself or spoken to a customer who has?
- Why might some customers prefer using the forum instead of reaching out directly?



**Action:** Show the True or False Confidence Meter game on screen.

## Activity guide

Here's some information to help you run the activity:

### Objective

Help the team explore what they already know about the Sky Community using a True or false Confidence Meter, challenging common myths and building knowledge.

### Set-up

Run this as a whole group discussion.

### Instructions

- Read out the statement
- Ask team members to rate their confidence using the 1 to 5 scale (1 = very unsure it's true, 5 = very confident it's true)
- Reveal the correct answer and share the supporting information
- Repeat for each question

### Reflect and discuss

- What did you learn about the Sky Community forum?
- Did anything surprise you?

Encourage open discussion. Focus on busting myths and what the team have learned.

Continued on the next page...

## Facilitation tips

- Keep the pace engaging. Encourage people to commit to an answer before revealing the correct answer and supporting information
- Prompt quieter team members by asking follow-up questions or inviting personal experience
- Emphasise how the Community supports First Time Resolution and empowers customers



**Action:** Once complete, move on to the next section.

## Sky Community research



**Action:** Show the **Sky Community research** section on screen.



We wanted to understand what conversations are actually happening with customers about the Sky Community forum. So, we did a deep dive into call recordings, and here's what we found.



**Action:** Select and reveal each insight box one at a time.



**Action:** Talk the team through each insight box and what it tells us.



### Ask:

- Do you currently talk about the Sky Community with your customers?
- Why do you think it often gets missed when customers mention it?



### Look for:

- It's perceived as negative
- They don't know much about it
- Lack of confidence recommending it
- Some people think customers should only speak to staff (if anyone suggests the forum isn't "official," reassure them it's run and moderated by Sky advisors)

## Facilitator notes:



**Ask:**

- What do customers say about the Sky Community?
- Have you had positive conversations about it?



Now let's find out who the Sky Community are and what they do to support our customers.



**Action:** Once complete, move on to the next section.

## Who are the Sky Community?



**Action:** Show the **Who are the Sky Community?** section on screen.



One of the main reasons we don't always talk about the Sky Community is simply down to a lack of awareness. So, let's take a closer look at who's involved and what they do.



**Action:** Take the team through the information.



**Action:** Use the link provided on the final page to open the Sky Community forum.



**Action:** Ask the team to pick a couple of live discussion threads to look through them together.



**Note:** If you're unable to access the Sky Community at your site, no problem – just move on to the next slide, where we've included a short screen recording for you to watch instead.



**Ask:**

- How do you feel now that you know a bit more about the Sky Community?
- How might this change the way you talk about it with customers?



**Action:** Once complete, move on to the next section.

## Why talk about the Sky Community?



**Action:** Show the **Why talk about the Sky Community?** section on screen.



**Action:** Take the team through the information.



We've explored what the Sky Community is and who is involved, now let's talk about why it matters. It's more than just a forum, it's a powerful tool that helps customers get fast, reliable support, often without needing to speak to an advisor.



**Ask:** Facilitate a team discussion using the questions below:

- Which types of calls or chats are ideal for introducing the Sky Community forum?
- How could you naturally bring it up in a conversation?
- How could using the Sky Community help both you and your customers?



**Action:** Once complete, move on to the next section.

## Let's reflect



**Action:** Show the **Let's reflect** section on screen.



**Action:** Review the key points with the team and go through the **Next steps** section.



Bring your reflections to your next 1-2-1, where we'll follow up on turning ideas into actions.



**Action:** Once complete, select **Back to menu** and select your next topic from the menu.



## CSG Play - Let's meet Social Media

Facilitator notes:



**Action:** Show **CSG Play - Let's meet Social Media** on screen.



**Action:** Play the video.



**Action:** Once complete, select **Back to menu** and select your next topic from the menu.

## Let's take a moment (45 mins)

### Facilitator note

This month's **timetolearn – Leader Toolkit** is a flexible set of short learning content and activities designed to help your team pause, reflect, and reset – especially during this period of significant change and focused upskilling.



This section will be delivered using a separate facilitator guide specifically designed for *Let's take a moment*. The guide will be available alongside your session materials in the **Facilitator Support** section of the **timetolearn hub**.



**Action:** Run through the **Let's take a moment** section now, using the separate facilitator guide.



**Action:** Once complete, select **Back to menu** and select your next topic from the menu.

## CSG Play - Sizzle (part 2)



**Action:** Show **CSG Play - Sizzle (part 2)** on screen.



**Action:** Play the video.



**Action:** Once complete, select **Back to menu** and select your next topic from the menu.

## CSG Play - Wrap up

Facilitator notes:



**Action:** Show **CSG Play - Wrap up** on screen.



**Action:** Play the video.



**Action:** Once complete, select **Back to menu** and select your next topic from the menu.

## Talk to us and Learning check



That's the end of today's session.

There are a couple of tasks for you to complete individually:

1. **Share your feedback:** Help shape future timetolearn sessions by completing this quick survey. Your feedback is invaluable and directly influences your future sessions.
2. **Complete the learning check:** The learning check must be completed by all team members.



**Action:** Open the **Talk to us** section and show the **timetolearn survey**.



**Action:** Promote the survey to the team.



**Action:** Select **Back to menu** and then select **Learning Check** from the menu.



**Note:** Ask the team to complete the Learning check as soon as possible to reinforce key learnings from the session.





**Action:** Encourage your team to reach out you if they have any questions or feel unsure about any aspect of today's session. Supporting each other is key to building confidence and applying what we've covered.

That's the end of the session. Thank you.

**Facilitator notes:**