



Service June Embed Leader Toolkit

Introduction

Welcome to your Timetolearn Embed Leader Toolkit.

Your timetolearn session is over but that doesn't mean the learning stops. As a leader, you'll continue to support your team, and this toolkit is designed to help you.

The toolkit contains activities and coaching questions that'll support you to embed this month's topics with your team.

This month's topics

- Start of season
- Community forum
- Customer pillar

How to use it

Remember to revisit any action points and use your teams' learning check scores, to help you identify any areas for development.

- Decide if it's a team or individual session
- Choose the topic you want to embed and select an activity
- You can adapt any of the activities to suit your team and their role

Remember you can contact Faye Smith, TTL Learning Specialist, for any further support

Coaching Conversations Questions

Use the questions below in 121s and to debrief any of the activities.

Start of season

- How have you been introducing Sky Sports in your conversations?
- What went well?
- What example can you share?
- How have you demonstrated value of the product?

Community Forum

- Have you spoken to any of your customers about the community forum?
- Have any customers asked you about it? If yes, how confident did you feel telling them about it?

Community Forum

Use this activity when you have 15-20 mins together as a team

Mentioning the forum

This activity allows the team to get familiar with the community forum.

Instructions

Split the team into small groups and ask the team to brainstorm the following:

- **2 ways to introduce the community forum to your customer**
- **2 benefits to highlight the community forum**

Bring the team back together to share their findings and thoughts

If on Microsoft Teams, you can adapt the activity – e.g. use breakout rooms for the groups.

TTL Tip – Capture these ideas as a team cheat sheet for future use.

Start of Season

You can use these activities whenever you 15-20 mins together as a team

Sharing customers stories

This activity strengthens rapport-building by sharing real or memorable customer stories that highlighted their passion for football.

Instructions

Ask each team member to share a story or a moment from a customer interaction where they have shown their love of football.

- **Face to Face:** Have a team discussion after each story using the points below
- **Microsoft Teams:** Ask participants to post their story in the chat and discuss using the points below

Ask the group

- What did this story tell you about how football impacts our customers?
- How could you use a similar approach in future conversations?
- How have you been introducing Sky Sports in your customer conversations?
- Is there anything you could do to improve?

TTL Tip There's loads of information on Atlas.

Tip of the week

This activity allows the team to share best practice and support each others' conversations.

Encourage your team to share what's gone well or what they've learned during their Sky Sports conversations.

Here's some topic suggestions:

- Best conversation hints and tips
- What Sky Sports challenges they've overcome and how
- Best tip for a football conversation

Instructions

- Use a Microsoft Teams conversation and encourage your team to share
- Post in the chat daily to keep the activity going. At the end of the week, pull all the hints and tips together and send out to the team. Ask the team to vote on what they think are the top 3 tips

Team Discussion

You can use the relevant section of the coaching questions for any follow up discussions.

Set up a leader board for team members with most votes.