



How to get started with your own coordinated effort around professional development

Checklist

ENGAGEMENT/MESSAGING TRAINING STRATEGIES

- ☐ Decide if you have the resources internally to create culture change
- ☐ Identify a trusted consultant
- ☐ Identify key interpretation strands/stories for your team to focus on
- ☐ Agree key strategic locations for your team to engage the visitors
- ☐ Empower your team with the stories, training and confidence
- ☐ Work together analyse/celebrate performance and successes

TEAM BUY IN AND DEVELOPMENT

- ☐ Set up a system to reward and evaluate your team regularly
- ☐ Incorporate your new concepts in to your daily routine
- ☐ Hire and assign your aces in places
- ☐ Identify a champion
- ☐ Create opportunities to share skills

EVALUATION STRATEGY

- ☐ Narrow your goal for evaluation
- ☐ Generate questions that relate to the narrow goal
- ☐ Brainstorm various ways to answer those questions before choosing a single method
- ☐ Consider bringing in an external consultant for support with survey design, data collection, data analysis, and interpretation of results

BASED ON THE PRESENTATION: I KNOW HOW TO ENGAGE GUESTS AND I CAN PROVE IT! COORDINATING EFFORTS TO
ENSURE SUCCESSFUL PROFESSIONAL DEVELOPMENT
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