

Customer Team Development Days

Communications Plan

IN PROGRESS



Questions?

This Customer Team communications plan is maintained and managed by **Nicole Holman**. Please reach out with any questions about this document.

Background

Our investment in development is an always-on experience. As part of this commitment, The Customer Team will launch a designated day each quarter for peeps to focus on their own growth and learning. With a manager's approval, team members will have the opportunity to choose one day each quarter to block off time to stretch, experiment, ideate, share, or learn from peers. They may also use this time to take a course, attend a learning event, shadow a colleague, read a book, or practice a new skill or craft. Employees will be asked to reflect upon and share what you learned.

Core Team

Celia Shore

Erika Putinsky

Kendall Gilliland

Nicole Holman

Objectives/Goals

- To invest in always-on experiences and professional growth for all Customer Team employees
- To provide development time opportunities
- To support and encourage peer-to-peer engagement

Communications Objectives

- Promote Development Days as an initiative beneficial to an employee's professional and personal growth
- Encourage engagement amongst peers and provide new ways to foster development

Communications Tactics

[Development Day Naming Contest](#) - June 27-30

To kick off this new initiative for Customer peeps, we thought it would be fun to invite the team to help us name these development days. We are looking for a name that suits our Mailchimp culture, and captures the spirit of a day where you can grow your skills,

individually or with your peers. To submit a name recommendation for this day of development, **please fill out this [short form](#)**. A small panel will review your ideas and the top selections will go out to the full Customer Team for a vote. Watch the #customer-team channel for more details, including information about how to participate. (And yes! There will be a prize for the winning name.)

Prize: Spotlight Award - \$50 giftcard spend through Intuit's approved vendors and partners + (Hot Sauce from Sarah Hicks)

Key Messages

- Our investment in development is an always-on experience
- Our team is committed to continued professional growth
- Choose one day each quarter to block off time to stretch, experiment, ideate, share, or learn from your peers
- You might use the time to take a course, attend a learning event, shadow a colleague, read a book, or practice a new skill or craft

Key Dates

- Development Days Contest submission deadline - Thursday, June 23, 2022
- Development Days Contest - Monday, June 27 - Thursday, June 30, 22
- Contest winner announced week of July 11
- Development Days - launches Q1 (get official launch date TBD)

Communications Timeline

Date	Audience	Channel/Activity	Accountable	Status
6/7 Tuesday	Customer People Managers	#customer_people_managers Contest intro and brief overview	Nicole	COMPLETE
6/9 Thursday	All Customer Team	Contest announced in #customer-team	Nicole	COMPLETE
6/16 Thursday	All Customer Team	Weekly Digest #customer-team Reminder - Contest closes June 24	Nicole	COMPLETE
6/23 Thursday	All Customer Team	Weekly Digest #customer-team Reminder - last day for submissions, voting begins Monday, June 27	Nicole	COMPLETE
6/23 Thursday	Deadline to fill out form Engagement Task Team to decide on final submissions			
6/30 Thursday	All Customer Team	#customer-team Voting begins and runs through 7/13 Celia to create Google form We are proud to present (3-5) top entries for naming our Customer Team Development Day!	Celia	COMPLETE

Week of 7/11 voting continues through 7/13 7/14 Thursday	All Customer Team	Weekly Digest #customer-team Announce the winner + share the Development Days wiki with more info	Erika	
Week of 7/18	People Managers	People Manager’s Summit #customer_people_managers	Erika	
7/21	All Customer Team	Digest #customer team Share the wiki, announce as upcoming Mega Meeting topic	Nicole	
Week of 7/25	All Customer Team	Mega Meeting	Celia or Erika	
Week of 8/1 Q1 FY23	All Customer Team	Development Days launch		



Thursday, 6/30 Communication

It's time to VOTE [voting emoji] for your favorite Development Days name!

Hey everyone! Thank you to all who participated in our Development Days Naming Contest! 22 very clever titles were submitted to name our new initiative for continued professional growth starting in Q1. (More info coming soon!) Our Customer Engagement Task Team whittled down the list to the top selections. Now it is time for all Customer peeps to weigh in!

We are proud to present the 3-5 top entries for the official name of our Customer Team Development Days! Please take a moment to vote for the best name you believe represents our Mailchimp culture and captures the spirit of a day where you can grow your skills.

NAME 1
NAME 2
NAME 3
NAME 4
NAME 5

Vote here!

Content Submissions & Winner

Final Four

Grow Your Way Days	Mindy Daugherty
Invest-in-Me Days	Cliff Corr
Power Up Days	Carl Chomko
Study Hall	Mindy Daugherty

Those who submitted entries

1. Carl Chomko
2. Cliff Corr
3. Mindy Daugherty
4. Lisa Davis

5. Mark Fillhaber
6. Will Greer
7. Amy Gustafson
8. Jennifer Maley
9. Michael Nanni
10. Dana Sanabria

Winner - Power Up Days, Carl Chomko
Spotlight Award, Ashwood Farms Peach Habanero Hot Sauce

Erika winning announcement: Posting tomorrow @ 1:30 pm in slack
Digest @ 1:45
{adding text here}

Hey team! Thank you for your votes for our Development Days Name Contest! We had A LOT of awesome submissions to help us brainstorm the name of a day focused on personal and professional growth. Now it's time to announce the winning name and winner! Drumroll please....

Beginning August 1, 2022, our new Development Days initiative will be called **Power Up Days!** Congratulations to **Carl Chomko!** We'll be in touch to give you your well-deserved Spotlight Award and a delicious supply of Ashwood Farms Peach Habanero Hot Sauce. Thank you again to all peeps who submitted entries. (Let's give them some kudos and karma in the thread below!) Each of you will also receive some hot sauce.

There's more info to come on our new Power Up Days as we launch in a few weeks at the top of Q1. Keep your eyes peeled for updates in our weekly *Digest* and on the Hub!

Those who submitted entries:

Carl Chomko
Cliff Corr
Mindy Daugherty
Lisa Davis
Mark Fillhaber

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Will Greer
Amy Gustafson
Jennifer Maley
Michael Nanni
Dana Sanabria