

Leadership Roundtable

HOW-TO GUIDE



LEADERSHIP ROUNDTABLE: CONNECTION TAKES SHAPE

The Roundtable brings leaders together to see the full picture and move forward together

Designed for Community Connectors | WU 24/7 Accelerator





What is a **Leadership Roundtable?**

A 45-60 minute gathering of trusted community leaders and influencers who help shape communication, connection, and visibility across your county.

GOALS FOR THE ROUNDTABLE ARE:



Introduce What'sUp 24/7



Show the power and simplicity of adding the What'sUp 24/7 Plugin



Spark leadership buy-in and shared alignment



Identify potential Community Champions



Gather commitments for organizations ready to plug in



Who Should I

INVITE?

INVITE LEADERS PEOPLE NATURALLY LOOK TO FOR INFORMATION AND DIRECTION.

Stakeholders:

- Economic Development
- CVB / Tourism
- City / Town Government
- Chamber of Commerce
- Library Leadership
- Nonprofits
- Community Foundation
- Workforce Partners
- Anchor Businesses

Influencers:

- Community-Minded Small Businesses
- Faith Leaders
- Service Club Leaders
- Volunteer Organizers
- Local Communicators / “go-to” Information Sources

My Invite List:

03

Where Should I HOST IT?

CHOOSE A LOCATION THAT ALREADY FEELS LIKE A TRUSTED COMMUNITY HUB:

- Chamber Conference Room
- Library Meeting Room
- City Hall
- A well-known business or organization
- Local coworking or community center

My Location: _____

Date & Time: _____



Pro tip: Early-morning coffee/donuts works great or a Brown Bag Lunch Works Great!!

04

What Should I BRING?

KEEP IT SIMPLE, BUT PURPOSEFUL:

Essentials

- Plugin Cards*
- Roundtable Flyer or Overview Sheet
- What'sUp 24/7 Info Flyer
- Folder or clipboard for Commitments & Follow-ups

Optional

- Coffee, water, or light snacks
- Sign-in sheet
- Laptop/tablet for quick demonstrations

****When to use the Plugin Cards:***

During the "Tools & Tactics" section, hand out cards and say something like:

"If your organization wants to plug in and help make every business and organization more visible, this card gives out team everything we need to add the Plugin for you."



What Do I SAY?

USE THE WHAT'S UP™ ROUNDTABLE FRAMEWORK
— YOUR SIMPLE TALK-THROUGH GUIDE:

- W** Welcome & Why it Matters
- H** Highlight the Opportunity
- A** Activate the Circle
- T** Tools & Tactics (hand out plugin cards)
- S** Start the Plan
- U** Unlock Collaboration
- P** Plug In & Progress

07

DURING the Roundtable



Leaders introduce themselves and the organization they are with



You lead them through the What'sUp 24/7 roundtable presentation



Share how the Plugin connects the whole region



You hand out Plugin Cards



Collect names of potential Champions and plugin cards



Collaborate with influencers on what might be a next event for your region

08

AFTER the Roundtable



Send Thank-you Message



Send link to plugin how to video / schedule a call from plugin cards



Sign Community Champions Up



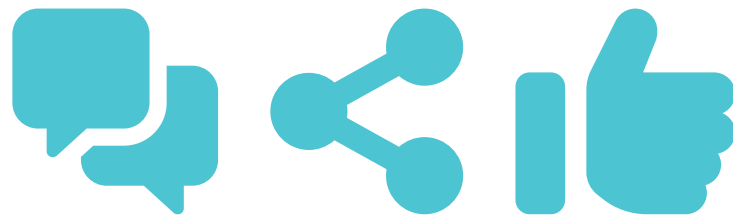
You hand out Plugin Cards



Collect names of potential Champions and plugin cards



Add momentum items to your 60-Day Gameplan



Don't Forget to
SHARE