

## 4A Model – an example

Identifying the Connection between Me and the Elanco Promise	
<b>Anchor</b>	<p>What is a promise? Think of a time where someone kept a promise to you.</p> <ul style="list-style-type: none"> <li>- <i>What was the impact on you?</i></li> </ul> <p>Share your thoughts with someone close to you.</p>
<b>Add</b>	<p>Allow me to present Elanco’s three promises and the rationale behind them. As you listen, consider what you especially appreciate about these promises, and how these strengthen the value to our customers.</p> <p>Let’s hear some of your thoughts.</p>
<b>Apply</b>	<p>In table teams and at your flipchart, operationally define terms and how we deliver on these promises.</p> <p>Debrief:</p> <ul style="list-style-type: none"> <li>- <i>What did you notice as you worked through this?</i></li> <li>- <i>What questions are coming to mind?</i></li> </ul>
<b>Apply</b>	<p>Together, let’s answer this questions at the front: How will we know if we are delivering on these promises?</p> <ul style="list-style-type: none"> <li>- <i>What do you notice about what we have here?</i></li> <li>- <i>What will need to change is we indeed what to operationalize these ideas?</i></li> </ul>
<b>Away</b>	<p>On your own, consider what your role in helping Elanco to deliver on these promises. On the card given to you, note 2-3 things you are willing to start or stop doing.</p> <p>Let’s hear from a few people. You are encouraged to now take your card back to your desk and pin or post it in a place you can easily see. This will be your challenge moving forward.</p>