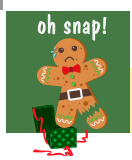


Facilitator Guide





HOLIDAY MEETING OBJECTIVE

- Align store leadership on Party Step expectations, what “right” looks like for each step, and how to reinforce and coach in real time.
- Strengthen MOD presence and awareness during peak traffic
- Address common misses
- Weave acknowledgement into daily leadership actions.



HOW TO RUN THE MEETING

This is not a standard sit-and-listen meeting. Today we are Rockin’ Around the Rally House Tree. The board game is your agenda, each space represents a topic. Your job as facilitator is to keep the energy high, the pace on schedule, and the focus on alignment.



FACILITATOR FLOW

- **Start with the Motto – set the tone and remind everyone why we are here:**
 - **Keep the Party Alive and Coaching Contagious as a Team!**
- **Move Around the Board – one “space” = one topic. Follow the packet.**
- **Action: Follow the prompts Say>Ask>Do**
- **Align: Confirm everyone’s on the same page; call out what “right” looks like.**
- **Close with Commitment:**
 - **Problem-solve together as a team.**
 - **Set goals or commitments for what happens next.**
 - **Write or share one takeaway before moving on.**
- **Use Emoji Riddle Flash Cards as Transitions:** When a station wraps, hold up the emoji clue, let the team guess the Party word, celebrate the answer, and reinforce why it matters. Roll straight into the next topic.
- **Keep it Lively** – encourage participation, call on different voices, and tie examples back to real store moments.
- **Watch the Clock** – each station has a suggested time. Stick to it so you finish on time.
- **Close Strong** – land on the final station, recap key takeaways, and finish with the Motto to send the team out energized.

Note: Some stations are quick alignment check-ins; others are hands-on. Follow the Say > Do outline to stay on track.

Emoji Riddle Alignment



These are numbered to correspond with the cards. You have the option to cut or fold the Emoji riddle cards. The main goal is to enjoy the process while reinforcing language skills before moving on to the next station. This is essential for solving the riddles. Each riddle features a number on the page to assist in matching it with the numbers listed below.

Party Word	Why It's Important
1. Notice	This is KEY to Connect. We notice our guests where they are browsing and read the cues, by saying what we see, complimenting, or noticing.
2. Whole Body Hello	Sets the tone. The guest feels seen and welcomed from the moment they walk in – it's our first impression of the Rally House Party. This is approachable body language.
3. Party Ready	Shows ability and readiness. A Party Ready means the team member can execute the Party Element or Skill. Reminder, this is not a one or done rating.
4. Fan Farewell	Finishes strong. The send-off is how guests remember us – we thank them, invite them back, and end every visit with energy.
5. Recommend	We guide the guest to the perfect item by listening and offering solutions – not selling, but solving.
6. Delight	Leaves a lasting memory. That spark of joy, or extra care keeps guests coming back and sharing their experience.

Station 1

Purpose: Build habits through quick skill practice and in-the-moment coaching. Leaders model Party behaviors with the Party Deck to create consistency.

Length: 35 minutes
Setup Time: 2 minutes

FACILITATOR SETUP/PREP

- 1 Gather Party Deck, phone for timer, pen, drill time sheet



1 FACILITATOR KICK-OFF (1 min)

- Say**
- “The point of this station is practice that builds habit. We have a new tool – the Party Deck.”
 - “It helps us make sure the Party happens every day, and that we as leaders are modeling and reinforcing those behaviors.”
- Ask**
- “Who can tell me why we have the Party Zones and the 3 Steps of Service? What’s the difference?”
 - Answer to listen for:
 - Zones = this is the first and last impression (Welcome + Delight)
 - Steps = We notice, listen, and offer solutions for our guests (Connect • Detect • Recommend)
- Say**
- “Perfect. We’re going to practice both the Zones, then the Steps to make sure every leader can **model** and **coach** it live.”

Transition: “Lets start the speed rounds with pulling a Skill card for Welcome and Delight.”

2 Activity (30 mins total)

Do Round 1: the PARTY ZONES (10 mins)

Location: Front door + register area

Gameplay

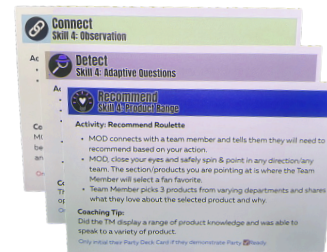
- Pull one Welcome skill card and one Delight skill card from the Party Deck.
- Chooses one team member to perform and one to coach.
- Start timer when the drill begins, log each drill for duration
- Audience votes Ready: **Nailed it.** Refine: **Almost there** Retry: **Needs a Reset**

Round 2: the 3 STEPS OF SERVICE (20 min)

Location: Any team location, switch it up

Gameplay

- Use Skill Card 4 from the deck for each of the 3 Steps of Service
- Pick new team members for each round.
- Run → Perform • Coach • Time • Vote • Record.



3 Coaching Challenge (3mins)

After All Drills – Quick Huddle

- Ask the team to identify and share out loud which Party Zone or Step we are:
 - the strongest at, and how can we as a team build upon that?
 - where do we need to improve most?
- What is our commitment that all of us will make and uphold every shift?

Facilitator Transition to the Next Station (1 min)

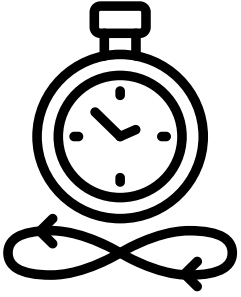
- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Give a hint if they struggle or celebrate the solve!
- 4 Tie it back to why that word matters for building the Rally House Party language.
- 5 Tell the team it’s time for the next station!

Drill Sheet Tracker

Skill Activity

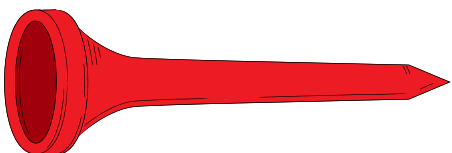
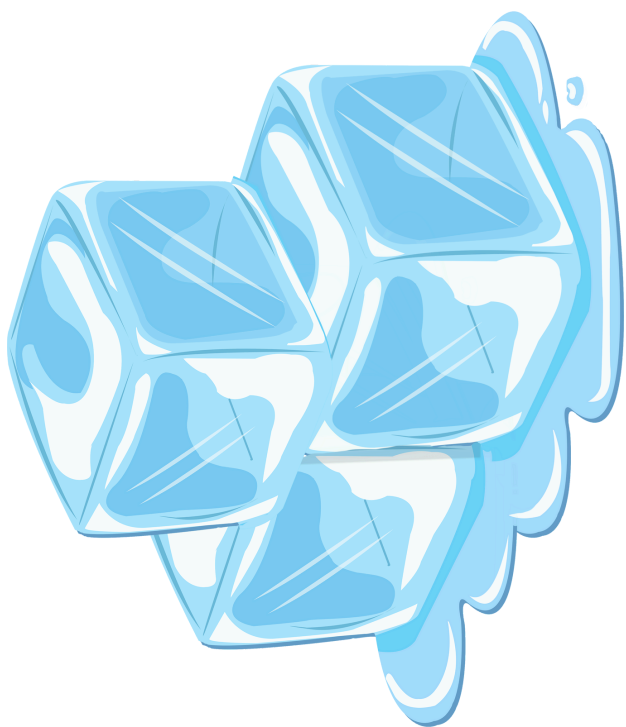
Coach/Team Member

Time to complete

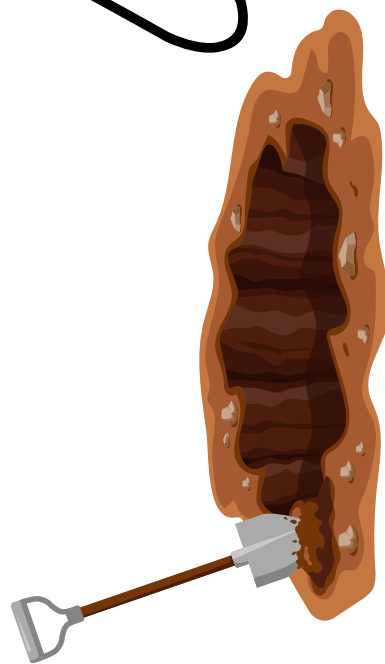
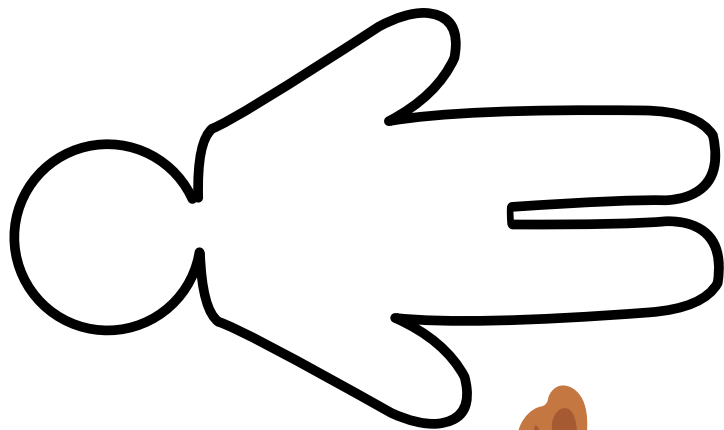


Welcome		
Delight		
Connect		
Detect		
Recommend		

Commitment Notes



1



2

Station 2

Purpose: Align all leaders on Party Review and Rally Rounds so we lead the environment with consistency and model heads-up leadership that adapts to the business.

Length: 7 minutes **Setup Time: 2 minutes**

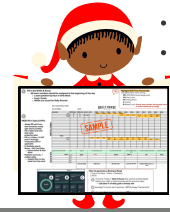
FACILITATOR SETUP / PREP

- 1 Print or display the Zone Chart and Rally Round Guide
- 2 Have the Party Deck timing sheet from Station 1 ready
- 3 Keep a blank Party Review and Rally Round schedule visible
- 4 Bring pens for leaders to write their commitment



READY TO RALLY

- Zoning
- Party Review Process
- Rally Rounds
- Supplies & Cleaning



1 FACILITATOR KICK-OFF (1 min)

Say The point of this station is alignment on time and structure. We've seen how fast coaching can be – now we need to show up consistently with the plan to keep the Party on track.

Ask "Where does each shift start?" (Allow the team to share and validate or redirect as needed.)

Say It starts with the Party Review – setting tone and focus at the start of every shift. The next step is upholding Rally Rounds. This is how leaders maintain a mile-high view of the full environment. We rotate leaders to keep coaching and the manager's lens fresh. This keeps us proactive business leaders, rather than reactive participants.

2 Set the Expectation (4mins)

1 Connect to Station 1

- "We timed our drills in Station 1. Each took only a few minutes. That is how fast coaching during a Rally Round can be."

2 Set the Expectation


- Party Review happens every shift with a weekly focus and a featured Party Deck skill.
- **Rally Rounds are another layer of readiness.** Look for cleanliness, supplies, and anything the team needs to stay prepared.
- TSLs, ASMs, and SMs all support Rally Rounds.
- RR and consistent Connect>Coach and Continues, keeps the environment led, not left to run itself.

3 Coaching Challenge (1mins)

Say " So, to recap. Leaders set the pace. Party Review starts the energy. Rally Rounds keep it alive."

- Ask**
- What will you personally commit to doing each shift to model and lead the environment?"
 - Leaders write or share one line.
 - "How well are we modeling Rally Rounds right now?" (Use 1–5 rating, 5 Epic)
 - "What's one thing we can do differently to better uphold the program and support the full team and guest?"

Facilitator Transition to the Next Station (1 min)

- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Remind the group that the next station builds on to how we manage and lead the environment
- 4 Move together to Station 3 –  Party Ready

Station 3

Purpose: Build consistency by using Ready, Refine, Retry to uphold the highest standards of performance. Reinforce that Connect, Coach, Continue stays active in every Rally Round, even during peak traffic, so feedback and growth never pause.

Length: 5–7 minutes

Setup Time: None

✓ **PARTY READY**



1 FACILITATOR KICK-OFF (1 min)

- Say**
- “This station is about consistency. The Party doesn’t pause when it gets busy.”
 - “Every leader has to keep the same standard, even when things shift.”
- Ask**
- “What do we mean when we say someone is Party Ready?”
- Say**
- “Party Ready means showing up with energy and awareness, using Ready / Refine / Retry, and coaching in the moment so every team member knows what great looks like.”

2 Team Discussion (4 mins)

1 Connect to Previous Stations

- “In Station 1 we practiced fast coaching. In Station 2 we set the rhythm with Rally Rounds.
- Now we focus on staying consistent when things get unpredictable.”

2 Set the Expectation

- Seasonal hires train only on Party Zones – Welcome and Delight so they can contribute fast.
- Leaders reinforce Ready / Refine / Retry:

- ✓ **Ready: Nailed it.** They did it right and can own it on their own next time.
- || **Refine: Almost there.** Show or give a quick tip to tweak or adjust how they do it.
- ☒ **Retry: Needs a reset.** Model the skill again and have them practice it right away.

- During Full House traffic, coach flexibility with quick group cues such as:
 - “Who else needs something from the wall?”
 - “Can I help anyone else with size? Follow me.”
- Consistency means the guest experience feels the same no matter who’s on the floor.
- We cannot stop Connect > Coach > Continue when it gets busy; we adapt and still make an impact.

3 Prompt the Team

- “When the store gets hectic, what do we tend to let slide?”

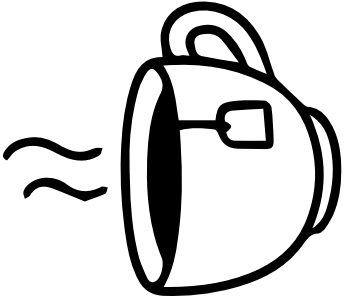
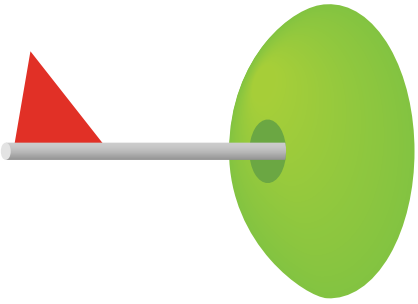
3 Coaching Challenge (2mins)

- Say**
- “Being Party Ready means leading the environment, not reacting to it.”
- Ask**
- “What one action will you take to keep your team Party Ready this Holiday?”
 - Leaders share or write one commitment.

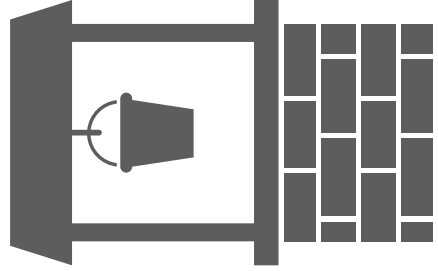
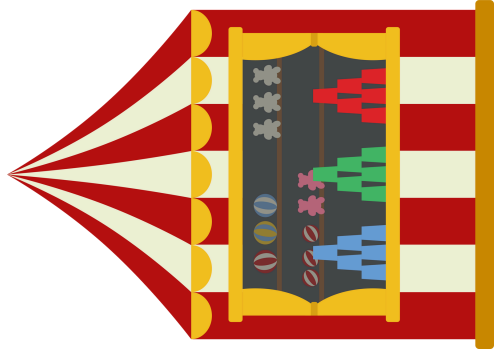
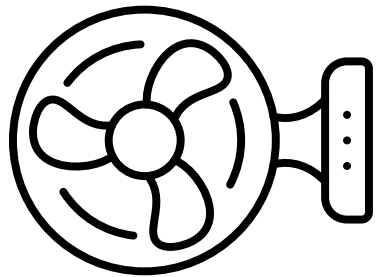
Facilitator Transition to the Next Station (1 min)

- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Give a hint if they struggle or celebrate the solve!
- 4 Tie it back to why that word matters for building the Rally House Party language.
- 5 Move together to Station 4.

How we validate



Part of the Send -off



Station 4

Purpose: Understand how the VMA, VMC, and Pack & Ship all impact the guest experience inside and outside the store. The VMA drives guest engagement, the VMC supports easy find and fulfillment, and CARE protects quality and delivers great experiences.

Length: 7 minutes Setup 1 minute

FACILITATOR SETUP / PREP

- 1 Select a location where packing supplies are located.
- 2 Select a few varying Fragile items to pack. (These should range from glass to potential bendable.)



OPERATIONS

- Shipment Cut-Off
- VMA vs. VMC
- CARE Inspection.
- Returns process refresher

1 FACILITATOR (1 min)

Say We're connecting visuals to operations. VMA drives results, VMC maintains standards, and CARE protects the guest experience.

2 Activity (5 mins total)

Part 1: VMA vs VMC Trivia (2 min)

Direct team members to make a buzzer sound, first one to buzz, provide your answer on if this is VMA or VMC

- Weather is shifting to cold and rainy, but the focal Endcaps do not have cold weather product. (VMA)
- You notice faceouts are stuffed. Do you follow-up on VMC delegation or add another task to the VMA? (VMC)
- You walk up to a fixture and can not tell the product story and see HAM is not being followed? (VMA)

Say "VMA drives the business. VMC keeps the guest experience smooth. Both impact how quickly and accurately we fulfill orders."

Part 2: Pack Off: Inspect what we Expect (3 minutes)

- Say**
- "Daily upkeep and organization make fulfillment easier. When the floor and backstock are maintained, we can find and pack customer orders fast."
 - "Once we find it, the goal is simple. Pack it so it arrives undamaged and in great condition."
 - 'Let's put packing to a speed test!'

- Do**
- Select 2 team members to pack a fragile item, they will be given 1 minute to pack with CARE
 - Select 1-2 team members to inspect the packages and conduct a Shake test.
 - If the shake test passes, move to the drop-test on the box, literally toss the box and reopen to see if it is undamaged.

Share this Reminder:

- "Our job is to make sure teams can easily find the product and pack it right the first time.
- CARE is what we expect team members to apply, and our role is to inspect that it happens to protect the guest experience inside and outside the store."

 **HANDLE WITH...**

C	CONFIRM THE ITEM IS CORRECT
A	ALWAYS LOOK OVER FOR DAMAGE
R	REMOVE <u>ANY</u> SENSOR
E	EXECUTE PROPER PACKING PROCESS

Facilitator Transition to the Next Station (1 min)

- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Give a hint if they struggle or celebrate the solve!
- 4 Tie it back to why that word matters for building the Rally House Party language.
- 5 Tell the team it's time for the next station!

Station 5

Purpose: Reinforce how gifting connects guests to Rally House through convenience and care. Every guest should feel we have everything they need to give the perfect gift.

Length: 3 minutes **Setup Time: 1 minute**

FACILITATOR SETUP / PREP

- 1 Have one pre-bag and one empty bag with tissue ready.

GIFTING

- Gift cards
- Gift bags/ pre-bags.
- Endless Aisles
- Shipment Cut-Off

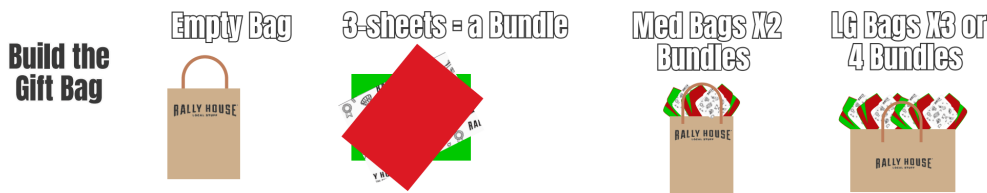


1 FACILITATOR KICK-OFF (30 seconds)

- Say**
- “Gifting is part of our Rally House DNA. When we make it easy, guests buy more, return more, and trust us to deliver their holiday.”
 - Gift cards create loyal fans
 - Pre-built bags make gifting effortless
 - Endless Aisles ensures we never say no to a guest

2 Activity (1 minute)

- Ask**
- Can I get a volunteer to build a pre-built gift bag the Rally House was – 30 seconds max
 - Fluff tissue neatly so it fills the top third of the bag with color facing out.



Do While they build, remind:

- “Pre-built bags make it easy to offer gifting during rush times.”
- “Endless Aisles lets us say yes even when an item isn’t in store.”
- “Remind guests of the free standard shipping cutoff around Dec 19–20.”

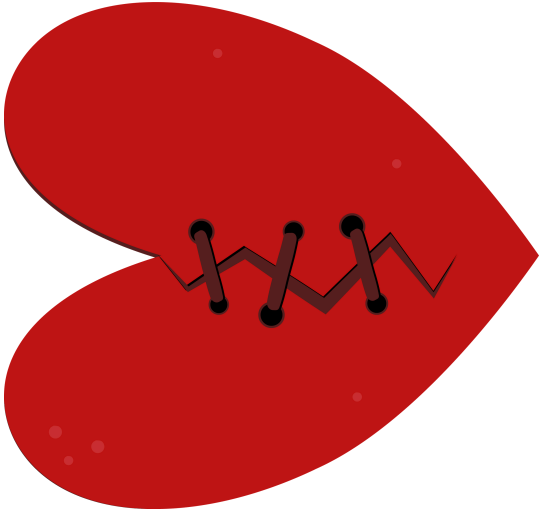
3 Coaching Challenge (1 mins)

- Say** So this is a simple station, but let’s quickly discuss how we can move the needle
- “How consistently are we seeing gifting and Endless Aisles offered?”
 - “Where can we model or coach this better during Rally Rounds?”



Facilitator Transition to the Next Station (1 min)

- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Give a hint if they struggle or celebrate the solve!
- 4 Tie it back to why that word matters for building the Rally House Party language.
- 5 Tell the team it’s time for the next station!



Station 6

Purpose: Ensure all leaders know when and how to activate Line Control. Guests must always see urgency, teamwork, and fast service. Leaders must model when to step in, assign roles, and keep the line moving to prevent lost sales.

LINE CONTROL
CHALLENGE

Length: 12 minutes

Setup Time: 1 minute

FACILITATOR SETUP / PREP

- 1 Print or have the Line Control Role Guide open.
- 2 Place a hand written sign marking where the Cashwrap Assistant (CA), Line Buster (LB), Line Captain (LC).
- 3 Optional: Pull up the short "Speed Ring" clip on the desktop for reference.

- Cover the roles
- When to use
- Challenge
- Product up-keep

1 FACILITATOR KICK-OFF (1 min)

- Say**
- "Line Control protects the guest experience during rushes.
 - "When guests see long lines with no movement, they leave before purchasing."
 - Our job is to spot the buildup early, activate the team, and show the guest we're moving with purpose."

2 Activity (8 mins total)

Do Part 1 – Role Rapid Match (3 minutes)

- Read short role clues aloud from the Line Control Guide.
- The first person to call out the correct title steps into that marked zone (CA, LB, LC).
- Once all three are filled, have each person give a quick 15-second summary of their key task.

Sample Clues:

- "Preps product for quick ringing and fills supplies." → Cashwrap Assistant
- "Removes hangers and assists ISPU Pick-Ups." → Line Buster
- "Points to the next open register and directs traffic." → Line Captain

Do Part 2 – Simulated Rush Mode (4 minutes)

- Stage a quick "busy-store" simulation.
- One person acts as MOD, calling "Line Control."
- Each role acts out their task (LC calling guests forward, LB moving hangers, CA bagging items).
- Run the simulation twice: first at a normal pace, then again with urgency.

Ask after round 2:

- "What did we do differently the second time that made the line move faster?"
- "What visible cues showed the guest we were in control?"

Now let's look at how this connects at the register. (2 minutes)

Say "Line Control gets guests to the register fast – but Speed Ring keeps them moving once they're there."

- Do**
- Have one leader or cashier demo Speed Ring using a quick mock transaction (ringing multiple items quickly, removing hangers and bagging efficiently.)

3 Coaching Challenge (2 mins)

Say • "A long line isn't the issue – inaction is. Guests need to see that we're moving with urgency."

- Ask**
- "How will we get the key players in place when a line forms?"
 - "Do we think the full team understand the roles, if not, what will we do to get them up to speed?"
 - "What's one cue you'll use to tell your team it's time for Line Control?"

Facilitator Transition to the Next Station (1 min)

- 1 Hold up an emoji riddle card.
- 2 Let the team guess the Party word.
- 3 Give a hint if they struggle or celebrate the solve!
- 4 Tie it back to why that word matters for building the Rally House Party language.
- 5 Tell the team it's time for the next station!

Station 7

Purpose: Celebrate the wins that drive our culture shift. This station reminds leaders to recognize effort, celebrate service, and keep energy high through Elf of the Week and Rally Bingo.

Length: 5 minutes **Setup Time: 2 minutes**

Facilitator Setup/Prep

- 1 Gather Party Bingo cards and pass out to team members



- "Elf of the Week"
- Bingo Card for Apron

1 FACILITATOR KICK-OFF (1 min)

- Say**
- "This is where we end the Party strong – by celebrating our people."
 - "Recognition keeps the culture alive and reminds everyone that great service gets noticed."

Do Show the Bingo Card and distribute

- "Rally Rounds are your way to help the team check off these squares."
- "The goal isn't just to get Bingo – it's to make sure we're seeing and celebrating great behavior every day."
- All team members, including all managers should have their Bingo cards in their aprons, even once both sides have been completed.

Say Explain Elf of the Week.

- "Starting Dec 1, leaders nominate one Elf each week – someone who goes above and beyond for guests or the team."
- "During Rally Rounds, jot a ★ or tally by their name on the Zone Chart whenever you see great service."
- "Each week we'll total the stars – the standout earns the Elf pin for their lanyard."

2 Coaching Challenge (3mins)

- ASK**
- "How will we, as leaders, keep recognition visible on the floor?"
 - "What can we do daily to make celebration feel real – not routine?"

Wrap-up:

- "Recognition drives motivation. Let's make sure our teams see us celebrating what's right as often as we coach what's next."

Coaching Challenge

Commitment to Leading



Reflect on what **excellence** looks like in your store



Commit to how your leaders will **level up** and keep coaching visible every shift



Prioritize the guest and **celebrate your team** with daily or weekly acknowledgment



Wrap it up with a **leadership photo** of the Holiday Meeting

Resource Links for Reference

These resources are available for your reference and can be utilized during the meeting if you choose.

[Rally Rounds PDF](#)

[Zone Charts with Sample](#)

[Line Control Video](#)

[Line Control PDF](#)

[Line Control Gameday](#)

[Speed Ring Video](#)