

Town Hall & Strategic Rollout Communication Toolkit

John Deere, Waterloo Works

A message only works if it survives the trip from a slide deck to a factory floor. This toolkit is a representative sample of the talking points, anticipated questions, and delivery notes built for town halls, strategic rollouts, and virtual quarterly meetings. It shows the structure used to prepare leaders for the room rather than reproducing the original confidential materials.

Program Reach

Planned logistics, scripts, and content for town halls (500+ attendees), strategic rollouts (1,800+ attendees), and virtual quarterly meetings (1,200+ attendees), reaching 80% attendance through data-driven engagement strategies.

Sixty of those sessions ran in a single week, one for every shift and every crew on the factory floor, because production employees could not step away to a convention center for the message.

Message Framework

The same three points traveled to every audience. What changed was the room, not the substance.

- Opening context anchored in a business reason employees could recognize from their own day-to-day.
- A supervisor briefing packet carrying the same three points, reworded for a room that would ask harder questions.
- A one-page leave-behind for employees who wanted the message again after the meeting ended.

Anticipated Questions & Suggested Responses

Question	Suggested Response
Does this mean my job is changing?	For most roles, no. The tools change. What you are responsible for stays close to what it has always been, and we will walk through the specific differences in your area before go-live.
What happens if the new system breaks mid-shift?	There is a direct line to support during go-live week, posted on the floor and shared in this meeting, so a problem gets a person within minutes, not days.
Why weren't we asked before this decision was made?	The decision came from leadership, but the how comes from this room. Every rollout has adjusted based on floor feedback from the group before you, and this one will too.

Delivery Notes for Leaders

- Read the room before the script. If attendance is low or morale is rough that week, open with acknowledgment before moving to content.

- Keep the same three messages across every session. Employees compare notes across shifts, and inconsistency erodes trust faster than any single bad answer does.
- Leave room for silence after tough questions. A leader who rushes past a hard moment looks less trustworthy than one who pauses.

Outcome

Reached 2,000+ employees across all formats, strategic rollouts, virtual quarterly meetings, and in-factory town halls, with 80% attendance and one consistent message at every level of the organization.