TOOL

Does Your Session Belong on *Your SKO Agenda?*

Your SKO has limited live time, whether in person or virtual. Run each proposed session through the four tests below to decide what to keep live, redesign, move, or cut ahead of your event.

Start with the Golden Thread You've Defined

Does this session reinforce the unifying message that translates business priorities into seller knowledge and capabilities? Use the strategic, learning, behavior, and audience decisions from the SKO Planning Brief in our Sales Kickoff Toolkit to evaluate each proposed session.

1. ALIGN Does this session reinforce the Golden Thread and advance a strategic, learning, or behavior objective for the SKO?	✓ **Yes:** Continue / **Partly:** Tighten the objective or scope, then reassess ✗ **No:** Cut / defer
2. AUDIENCE Is it relevant enough to the people attending to justify shared SKO time?	✓ **Yes:** Continue / **Partly:** Narrow the audience or content, then reassess ✗ **No:** Move to a targeted audience / setting
3. LIVE VALUE Would sellers gain something from this happening live that they could not get as effectively elsewhere?	✓ **Yes:** Continue / **Partly:** Move information transfer elsewhere and shorten live time ✗ **No:** Move to another format
4. ACTIVATE Is the session designed to achieve its intended outcome through participation, practice, application, discussion, connection, or feedback?	✓ **Yes:** Keep live / **Partly:** Redesign ✗ **No:** Redesign

KEEP LIVE

Reinforces the Golden Thread, fits the audience, benefits from live participation, and uses the time well.

MOVE

Has value, but belongs in pre-work, post-work, a targeted session, or another setting rather than the shared live SKO experience.

REDESIGN

Belongs at the SKO, but needs more participation, practice, application, or feedback.

CUT / DEFER

Doesn't sufficiently support this SKO's objectives or Golden Thread.

STILL UNSURE?

If this session were removed from the live SKO, which SKO objective would become harder to achieve? If you can't name one, reconsider whether the session belongs.

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Triage Your SKO Agenda

For each proposed session in your SKO agenda, first define what sellers should know, do, or believe differently as a result, then use Y (Yes), P (Partly), or N (No) for each test and follow the decision rules below to determine the next action.

Proposed Session	Intended Outcome	ALIGN	AUDIENCE	LIVE VALUE	ACTIVATE	Decision / Action
Product roadmap	Connect product changes to growth priorities and sales conversations	**Y**	**Y**	**P**	**Y**	**REDESIGN** Move detail to pre-work; use live time for application
		Y / P / N	Y / P / N	Y / P / N	Y / P / N	

DECISION RULES KEY

1. ALIGN = N → CUT / DEFER
2. AUDIENCE = N → MOVE
3. LIVE VALUE = N → MOVE
4. ACTIVATE = P or N → REDESIGN
5. P on ALIGN, AUDIENCE, or LIVE VALUE → Make the adjustment indicated on Page 1, then reassess.
6. All Y → KEEP LIVE

Check Your Whole Agenda

After you've triaged the individual sessions, make sure the resulting agenda still works as a whole.

- ☐ **Golden Thread:** Does every session you're keeping reinforce the Golden Thread?
- ☐ **Coverage:** Are the SKO's priority learning and behavior objectives adequately supported?
- ☐ **Focus:** Are sellers being asked to absorb a manageable number of priorities and messages?
- ☐ **Live-time discipline:** Have you moved information outside the live SKO where it can be delivered just as effectively?
- ☐ **Agenda mix:** Does the resulting agenda still reflect the mix of learning, practice, connection, recognition, and other experiences you planned?

Strategic alignment is the strongest driver of SKO behavior impact. High-impact SKOs are 1.8x more likely to be tightly linked to company strategy. Learn more in our research overview.

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