

The C.R.E.A.T.E. Program

Kick-Off Session



COMMUNITY & TEAM INTRODUCTION EXERCISE

On the morning of Day 1, each participating community will provide introductory remarks. This is an opportunity for the cohort to learn more about your team and community. Additionally, this exercise will serve as a foundation for teambuilding exercises throughout the kick-off session.

Time Allotment: 12 minutes. Please plan accordingly. Due to time constraints, teams will not be allowed to exceed the 12-minute time allotment.

Format: You and your team may select the format and style of your presentation. Potential ideas: PowerPoint presentation, skit, musical rendition, panel, etc. Regardless of how you choose to present, please ensure all requested content areas are adequately covered (see below).

We also encourage you to consider incorporating a "show and tell" item (or locally-made product) representative of your community into your presentation.

If you plan to use a PowerPoint or other digital presentation tool, please email your materials to Sarah Carnes (sccarnes@southernco.com) no later than **COB on Friday, May 6. You may also bring your materials on a flash drive day of.**

Content: The following five content areas must be incorporated into your introductory presentation:

1. Introduce your team (champions)
2. High-Level Community Overview (*e.g., location, demographics, top industries, etc.*)
3. Top 3 Entrepreneurship & Small Business Assets
4. Top 3 Entrepreneurship & Small Business Gaps/Challenges
5. Why Your Community Applied for The C.R.E.A.T.E. Program

Presenters: You may select a spokesperson for your team, or you may incorporate all champions as part of the presentation.

Questions: Please contact Sarah Carnes (sccarnes@southernco.com) or Scott Purvis (mspurvis@southernco.com).