

Fulcra Weekly Content Plan (for VMA)

Static Posts (M,W,F)

Monday – Fulcra Focus

Purpose: Introduce a key leadership concept or Fulcra principle.

Tone: Thought leadership, educational, structured.

Examples:

- “Clarity and alignment are two sides of the same beam — both are essential to structural integrity.”
- “The E in our LEADER framework stands for Employee Engagement. Without it, your foundation cracks.”

Wednesday – Leadership in Action

Purpose: General, relatable leadership moments or observations that bring principles to life.

Tone: Relatable, story-driven, metaphorical.

Examples:

- “When a leader listens before reacting — that’s leadership in action.”
- “Think of leadership like a bridge. It’s not built overnight, but every conversation is a steel cable added.”

Friday – Friday Framework

Purpose: End the week with a self-leadership reflection or practical leadership mindset prompt.

Tone: Reflective, actionable, encouraging growth.

Examples:

- “What part of your leadership structure needs reinforcement?”
- “Framework Check: Are you spending your energy where your impact is strongest?”

Reels (Tues + Thurs)

TUESDAY – Blueprint Breakdown

Topic: *Alignment in Leadership*

Purpose:

To break down a key leadership concept from the Fulcra framework in a quick, digestible format. This series should feel like the "instruction manual" side of leadership — giving clarity and teaching with precision.

Tone:

- Direct
 - Educational
 - Strategic
 - Polished but conversational
- (Think: You're a leadership architect pointing out what makes the structure stand.)*

Examples (Script or Caption Style):

- “Let’s break down alignment: It’s when your team’s *vision*, *strategy*, and *execution* are all pulling in the same direction.”
- “Misalignment is like building with a crooked foundation — it slows progress, creates tension, and eventually leads to collapse.”
- “Ask yourself: Are your actions aligned with your priorities this week? If not, realignment starts with you.”

Visual Guidance:

- Motion graphics (arrows aligning, gears locking, blueprint sketches)
- Minimalist text overlays or voiceover on stock footage
- Fulcra-branded fonts and color scheme
- Can start with the hook: “Let’s break this down.”

THURSDAY – This is Leadership

Topic: *Calm, Presence, and Listening as Leadership*

Purpose:

To spotlight everyday leadership in action — not the flashy moments, but the ones that reveal **character, composure, and influence**. These videos are emotional and relatable.

Tone:

- Reflective
- Authentic
- Grounded
- A bit cinematic or emotional
(*Think: "Leadership isn't loud. It's steady."*)

Examples (Script or Caption Style):

- “When your calm sets the tone for the whole team — that’s leadership.”
- “When you *listen* first instead of rushing to fix — that’s leadership.”
- “You won’t always have the answers. But your presence can be the anchor your team needs.”

Visual Guidance:

- Slow-motion clips of thoughtful people, team discussions, leaders observing
- Clean overlays: big text, soft animation, quiet music
- Could feature a question sticker in the caption: “What’s a leadership moment that changed how you lead?”

Stories (M–F)

Simplified versions of that day’s static post or reel (quote cards, polls, teaser clips, etc.).