

# *Assignment - Martin Products All-Hands Event Part Two*

September 07, 2024

## **Prep Document for Sam Kintzah – Martin Products All-Hands Meeting**

Event: Martin Products All-Hands Meeting

Date: Wednesday, November 2, 2024

Time: 10:00 AM - 12:00 PM

Location: Ballroom

Technology: Webex, teleprompter, recorded session

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### **Event Agenda:**

10:00 AM: CEO Dellah Shaw – Opening Remarks

10:20 AM: Sam Kintzah – Innovation Team Progress Update

10:45 AM: Innovation Update Q&A (with Sam and Shelly McIntyre, VP of Innovation)

11:00 AM: CEO – Employee Recognition

11:30 AM: Sales Team Update

11:45 AM: Sales Team Q&A

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### **Logistics to Keep in Mind:**

No slides required: Your presentation will be verbal only.

Technology: Webex will be used to broadcast the event, and a teleprompter will be available. The session will also be recorded for those unable to attend.

Q&A: After your update, you'll be joined by Shelly McIntyre for a Q&A session focusing on innovation progress and future plans.

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## Speaking Notes for Innovation Team Update:

Feel free to adjust these talking points as needed to fit the All-Hands audience, focusing on team achievements and key progress this quarter.

### ☐ Opening Acknowledgment:

Start by acknowledging the work of the Innovation Team and thanking the company for their support and efforts this quarter.

### ☐ Quarterly Progress:

"I'm excited to share the significant strides we've made this quarter within the Innovation Team. Our primary focus has been on bolstering collaboration across teams and driving innovation in our product line."

"We've completed the development of new prototypes in our wearables division, with particular focus on upgrading our flagship products: the J4, J4X, and the J4 Core Belt."

### ☐ New Facility:

"As many of you know, we've officially launched our new office and innovation space in downtown San Diego. This facility provides the perfect environment for our engineers and designers to collaborate and innovate at a higher level."

"Being in close proximity to leading academic institutions, such as San Diego State University and The University of San Diego, we're looking forward to recruiting top engineering talent to join our innovation efforts."

### ☐ Product Development:

"Our innovation lab is now fully equipped to take ideas from concept to prototype, and ultimately, to market. We're working on patentable technologies and expect to have a revamped product line ready to showcase within the next 90 days."

### ☐ Future Vision:

"The future of Martin Products lies in creating an innovation hub that attracts entrepreneurs and partnerships, allowing us to transform ideas into commercially viable products."

"With the amazing progress we've made this quarter, I'm confident that we are positioning ourselves to be a breakout story in the tech industry."

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**Additional Notes:**

Key Focus: Emphasize the collaborative environment in San Diego and the impact of the new innovation space on team productivity and product development.

Highlight Team Achievements: Be sure to acknowledge the hard work of the innovation team and their contributions to the product revamp.

Future Vision: Align your message with the company's overall strategy, focusing on long-term innovation and growth potential.

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**Action Items Before the Presentation:**

Review teleprompter setup with Hal to ensure smooth delivery.

Coordinate with Shelly McIntyre to align on potential Q&A topics.

Confirm timing with Webex team to ensure the recorded session runs smoothly.

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**Slide Preparations Before the Presentation:**

For this All-Hands meeting, no slides are required for Sam's presentation portion, as confirmed by Cindy Lane (CoS to the CEO). The verbal update format will be used for Sam's Innovation Team Progress Update, with a teleprompter to assist in the delivery. Sam will not need slides, but the CEO and the Sales Team may use them for their sections of the meeting.

- ☐ CEO Dellah Shaw's Opening Remarks: Likely to use slides to highlight company-wide progress, financials, or strategic initiatives.
- ☐ Sales Team Update (11:30 AM): This portion is often accompanied by slides showing sales figures, targets, and forecasts.
- ☐ Sales Team Q&A (11:45 AM): While the Q&A is verbal, slides may refer to key points from the sales update.