

CoS & President Synch

Week of September 13th, 2024 | Christina Grant



Agenda

- **Engagement Brief & Recommendation**
- **Exec Team Off-Site**
 - Agenda
 - What success looks like
 - Progress
- **Priority Radar**
- **Newsletter Planning**
- **Weekly Staff Meeting - Agenda Review**

Engagement Recommendation

- Yale School of Management CEO Summit
- Date: December 17-18, 2024
- Location: Yale School of Management, New Haven, Connecticut
- Attendees: CEOs, industry thought leaders, academic experts, and policymakers
- Event Overview:
The invite-only summit brings top executives from diverse industries to discuss key business challenges, global economic trends, and leadership strategies. It emphasizes the intersection of business innovation and public policy, fostering an environment where CEOs can gain new perspectives and collaborate on forward-thinking solutions.



Why Attend

Valuable sessions → Key Results:

- Emerging Trends and Market Insights
- Leadership in Changing Times
- Networking and Partnerships
- Public Policy and Corporate Responsibility

Strategic Partnerships: connects with at least three potential partners or allies that align with Instacart's growth strategy, particularly in innovation and operational expansion.

Actionable Insights: returns with at least two key strategies or leadership insights that can be implemented within Instacart to improve operational efficiency, team leadership, or customer engagement.

Increased Visibility: participating in high-profile discussions and networking sessions, can further elevate Instacart's brand visibility within the business community and position the company as a thought leader in the digital grocery space.



Agenda

Smithtown, VA HQ On-Site 10/14 - 10/17

CEO will speak on October 16 from 9-9:20 am

HQ Glassroom reserved for business meetings

| | Day 1: Tuesday, 10/15 Smithtown HQ | Day 2: Wednesday, 10/16 Smithtown HQ | Day 3: Thursday, 10/17 Smithtown HQ |
|-------------|---|--|--|
| 9:00-9:30 | Gathering and Breakfast | CEO Visit (9:20 am end) | Gathering and Breakfast |
| 9:30-10:00 | Intro - What Onsite success looks like & Q4 Goals President 2 hours | People Planning Session Part 1 Jana 2.5 Hours | 2023 Priorities Salem 1.5 hours |
| 10:00-10:30 | | | |
| 10:30-11:00 | | | |
| 11:00-11:30 | | | On-Site Wrap-Up President 1 hour |
| 11:30-12:00 | Transformation session Adam 30 mins | | |
| 12:00-12:30 | Lunch (Catered) | Lunch (Catered) | Lunch (Catered) |
| 12:30-1:00 | | | |
| 1:00-1:30 | Buffer | Buffer | See you next year! |
| 1:30-2:00 | 2023 KPI Alignment President 2 hours | People & Succession Planning Part 2 (2023 Review) Jana 1.5 hours | |
| 2:00-2:30 | | | |
| 2:30-3:00 | | | |
| 3:00-3:30 | | Buffer | |
| 3:30-4:00 | Buffer | EOD Wrap-Up President 1 hour | |
| 4:00-4:30 | Recognition and EOD Wrap-Up President 1 hour | | |
| 4:30-5:00 | | Buffer | |
| 5:00-8:00 | All Should Come! Happy Hour - 5pm Hors D'oeuvres - 6pm (HQ Patio) | Executive Team Only Cocktails 5pm Dinner 6pm (Barrell House) | |



Agenda Key Session Goals & Focus Areas

| Agenda Item | Details |
|-----------------------------------|--|
| President's Introduction | Led by President – Overview of Q4 goals, expected outcomes for the onsite meeting. |
| Transformation Session | Led by Adam – Discussing organizational transformation strategies. |
| 2023 KPI Alignment | Led by President – Aligning KPIs and metrics for 2023. |
| Recognition and EOD Wrap-Up | Review of the day's sessions (President's intro, Transformation, KPI Alignment). Ensure clarity on Q4 goals, transformation direction, and 2023 KPIs. Recognition for team members before closing. |
| Happy Hour at HQ (All Employees) | President to give a brief motivational speech, slides to highlight Q3 sales & Q4 goals. Light apps during Happy Hour; event led by Musa. |
| CEO Visit | CEO to speak for 20 minutes. Needs direction on key talking points. |
| People Planning Session (2 Parts) | Led by Jana (WebEx) – Focus on people strategy for 2023. |
| EOD Wrap-Up | Summary of the CEO's visit, feedback from the People Planning session, and key insights from the recognition dinner. Clear understanding of 2023 workforce plans and next steps for talent development. |
| Executive Team Dinner | Dinner at Barrell House at 7:00 PM. Led by Danny – confirmation required for all logistics. |
| 2023 Priorities Session | Discussing key priorities for the upcoming year. |
| On-Site Wrap-Up | Final review of 2023 priorities, closing remarks from the President. The executive team leaves aligned on the company's strategy and priorities for the upcoming year. Action plans for Q4 and 2023 are clear. |



Session Goals and Success Metrics

| Session | Key Talking Points | Success Looks Like |
|--------------------------|--|---|
| President's Introduction | Outline Q4 goals, define success metrics for the onsite. | Clear alignment on Q4 goals, full understanding of what success looks like for the onsite. |
| Transformation Session | Focus on transformation initiatives for 2024 and beyond. | Executive team is aligned on the direction for transformation and committed to next steps. |
| 2023 KPI Alignment | Set the KPIs for 2023 across all departments. | All departments leave with clear KPI goals for 2023, with metrics to track throughout the year. |
| People Planning Session | Review 2022 people investment, discuss workforce growth strategies for 2023. | Agreement on the people investment plan for 2023, with clear targets for hiring and team expansion. |
| 2023 Priorities Session | Define key business priorities for 2023, aligning with company's overall strategy. | Clear understanding of the top priorities for 2023, with accountability for each department's role. |



Follow-Up Questions for the President

- CEO Speech: What key points would you like the CEO to focus on during his 20-minute session?
- Sarita's Recognition: Should we confirm Sarita's recognition during the executive dinner on the 16th, or do you prefer a different time?
- Additional Updates: Is there anything else you feel we're missing in the agenda or event planning for the onsite?



Event Planning and Tracking

| Event | Details | Next Steps | Owner | Missing Information | CoS Follow-Up |
|--------------------------------|---|--|----------------------------|---|---------------------------------------|
| All Employee Happy Hour | Oct 15, 4:00-5:00 PM; President speech with slides. | Confirm slides from Ama by 9/20. Confirm light apps with Danny. | Ama (slides), Danny (food) | Confirmation of apps delivery time. | Confirm apps delivery date. |
| Executive Team Dinner | Oct 16, 7:00 PM, Barrell House. | Confirm all logistics and reservations with Danny. | Danny | Confirmation on final headcount for dinner. | Confirm with Danny by 9/22. |
| CEO Visit | Oct 16, 9:00-9:20 AM; CEO to address team. | Confirm CEO's talking points by 9/22. | CoS | President's direction on CEO speech focus. | Draft talking points for CEO by 9/22. |
| Webex Setup for Jana | Webex needed for Jana's remote participation. | Confirm Webex setup with Musa. | Musa | Confirmation that Webex is ready for Jana. | Check on progress with Musa. |
| Catering for Lunches | Lunch at 12 PM on all 3 days. | Confirm catering orders, delivery schedule. | Danny | Confirmation of delivery time for each day. | Confirm all catering logistics. |



President Radar

| Pres Time Priority | Description | Additional Details | EVP Touchpoints/ Weekly Summary | Lead | Next Steps |
|--------------------|--|--|--|-------------------|---|
| #1 | Improve Capabilities | <ul style="list-style-type: none"> Solve for gaps in expertise, systems constraints, and technology capacity issues Strategic Acquisition to solve for technical expertise, operational, product, tools, selling | <ul style="list-style-type: none"> Series necessary? Or scorecard/weekly summary? Key items to report on, decisions, alternatives to process | Monty | <ul style="list-style-type: none"> Schedule meeting with Tech team to understand capabilities (CoS) |
| #1 | Enterprise Moment: Launch new Brand Campaign | <ul style="list-style-type: none"> business cases, building out the full story for announcement (including stats, facts, etc.), ironing out all G2M details | <ul style="list-style-type: none"> Daily launch readiness sessions Reporting meeting? | Monty & Lead Team | <ul style="list-style-type: none"> Daily sessions 3/4 PR launch 3/22 Sales launch |
| #1 | Sales renewals | <ul style="list-style-type: none"> Renew prior cancels, review at weekly performance review sessions | <ul style="list-style-type: none"> Weekly summary in email Weekly session | Hitchcock | <ul style="list-style-type: none"> Weekly renewal sessions scheduled CoS double check invite list w/ EA |
| #2 | Cross Company Partnership | <ul style="list-style-type: none"> Consumer Partnership | <ul style="list-style-type: none"> Nothing right now | Monty | <ul style="list-style-type: none"> 2/24 President & Consumer call CoS join, track & provide updates to team |
| #2 | Multi Quarter Sales Growth Arc | <ul style="list-style-type: none"> What else this year to support growth? Well organized, research assets, intellectual capital focused on moves, how we are supporting plan. | <ul style="list-style-type: none"> Bi-Weekly Strategy session | CoS | <ul style="list-style-type: none"> Align on LT forum/plan/structure to meet commitments? |
| #2 | Sales Pricing w/ Bain | <ul style="list-style-type: none"> Continuous Improvement topic, specific to pricing & Bain partnership Narrowing in on areas: pricing, developing skill and competency, structure | <ul style="list-style-type: none"> Monthly sessions | Hitchcock & Bain | <ul style="list-style-type: none"> CoS work with EA to schedule monthly sessions |
| #3 | Marketing Evolution | <ul style="list-style-type: none"> Digital commerce, advertising, etc. | <ul style="list-style-type: none"> TBD | Ally | <ul style="list-style-type: none"> TBD |
| #3 | Sales Team Hiring – increase rates & reduce turnover | <ul style="list-style-type: none"> Clearer understanding of current state Better recruiting Need a plan to reduce turnover | <ul style="list-style-type: none"> TBD | TBC | <ul style="list-style-type: none"> CoS set up time with Jana from HR |



Newsletter | Project Overview

| Workstream | Details | Key Parties | Status | Next Steps |
|------------------------|---|---|---|---|
| Content Planning | <ul style="list-style-type: none"> Identify sections (recognition, business deep-dive, leadership spotlights, events). | <ul style="list-style-type: none"> Chief of Staff, Communications Team, HR/Employee Experience Team. | Kickoff pending. | <ul style="list-style-type: none"> Assign content owners for each section and begin outlining first draft. |
| Design & Branding | <ul style="list-style-type: none"> Create newsletter layout in line with Arctic Wolf's branding. | <ul style="list-style-type: none"> Chief of Staff, Design Team. | Initial meeting with Design Team to be scheduled. | <ul style="list-style-type: none"> Begin design mockups after content is outlined. |
| Content Creation | <ul style="list-style-type: none"> Draft recognition, leadership profiles, and events sections. | <ul style="list-style-type: none"> Communications Team, Department Heads. | Contributors identified, pending content drafts. | <ul style="list-style-type: none"> Request initial content drafts from contributors. |
| Editing & Proofreading | <ul style="list-style-type: none"> Review content for clarity and accuracy. | <ul style="list-style-type: none"> Communications Team. | Awaiting content drafts. | <ul style="list-style-type: none"> Start proofreading once initial drafts are received. |
| Approval Process | <ul style="list-style-type: none"> Secure leadership sign-off on final content. | <ul style="list-style-type: none"> Chief of Staff, Leadership Team. | Pending completion of editing. | <ul style="list-style-type: none"> Present draft to leadership for approval. |
| Distribution | <ul style="list-style-type: none"> Plan method for distributing the newsletter to 5,000 employees. | <ul style="list-style-type: none"> IT Team, Communications Team. | Initial discussions on platform options. | <ul style="list-style-type: none"> Finalize distribution platform and schedule. |



Weekly Staff Meeting | led by President

| Time | Item | Owner | Next Steps |
|---------------|---|--------------------------------|------------|
| 10:00 - 10:10 | Welcome & Opening Remarks | President | |
| 10:10 - 10:30 | Q3 Financial Performance Review | Nelly (CFO) | |
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| 10:30 - 10:45 | Sales Pipeline Update & Q4 Projections | Mandy Farmington (VP of Sales) | |
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| 10:45 - 11:00 | Return to Office Transition Status | Adam (COO) | |
| 11:00 - 11:15 | New Product Launch Strategy for 2024 | Taylor Reed (VP of Product) | |
| 11:15 - 11:30 | People Planning & 2023 Hiring Initiatives | Jana (CHRO) | |
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Thank You!

Questions?



Appendix

Supporting Data & Details

