**One-on-one Employee Meeting Script**

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**STEP 1: Introduction/check-in (2 mins)**

**Manager**: Good morning/afternoon [Employee Name], thank you for taking the time to meet with me today. How are you doing?

**Employee**: Good morning/afternoon, I'm doing well, thank you. How about you?

**Manager**: I'm doing great, thanks. Let's get started, shall we?

**STEP 2: Discuss Goals and Objectives (5 mins)**

**Manager**: Today, we are here to have a one-on-one meeting to discuss your goals, objectives, and progress in the company. Other benefits of a one-on-one meeting include

(choose 1-3 most relevant to you)

* ~~Improved communication between a manager and an employee.~~
* ~~Increase engagement to build stronger relationships.~~
* ~~To provide feedback and coaching to help employees improve their performance.~~
* Providing an opportunity to align individual goals with organizational goals helps ensure everyone is working towards the same objectives.
* Issues and challenges can be discussed and addressed collaboratively leading to more effective problem-solving.
* ~~Discussing action items and follow-up processes helps to increase productivity by ensuring that tasks are completed on time and to the correct standard.~~
* To provide a space for employees to discuss their career goals and aspirations and for managers to offer guidance and support.
* ~~Help to create a positive working environment and foster employee satisfaction, leading to improved retention rates.~~

Can you give me an overview of what you have been working on lately and what you hope to achieve in the future?

**Employee**: Sure, I have been working on two different types of TikTok campaigns, and I hope to achieve sales conversion.

**Manager**: That's great. It's important for us to clearly understand what you hope to achieve and how we can support you in reaching those goals. To achieve your goals, it may also be relevant for you to apply SMART goals, which are Specific, Measurable, Achievable, Relevant, and Time-Bound. Based on what you have communicated earlier, we can break down your goal into SMART goals to help you progress towards your goals. Do you agree?

\*Proceeds to guide the employee to brainstorm SMART goals

**STEP 3: Feedback and Coaching (5 - 15 mins)**

**Manager**: Now, let's talk about feedback and coaching. Is there anything specific you would like to discuss or receive feedback on?

**Employee**: I would like more feedback on my past TikTok campaign initiatives and how to improve sales conversion. For instance, campaign X and campaign Y that I did last year.

**Manager’s step-by-step guide to constructive feedback/ responses (sandwich technique)**

1. **Start with positives:**

**Manager**: First of all, I want to commend you on the creative and engaging content you produced for the TikTok campaigns. Our target audience received it well and generated a lot of buzz for our brand.

1. **Focus on areas of improvement**

**Manager:** However, I noticed that the campaign did not achieve the desired sales conversion level. After reviewing the data, it seems we could not connect effectively with the target audience and drive them to take action.

**Employee:** Yes, I agree. I've been trying to figure out what went wrong and how we can improve.

**Manager:** That's great to hear. Let's brainstorm some ideas together.

1. **Provide specific and actionable feedback**

**Manager**: One area we can improve is in our call-to-action. The content was engaging, but we need to make it clear what we want the audience to do next: visit our website, sign up for a newsletter, or make a purchase. Can you think of creative ways to include a clear call to action in your content?

**Employee**: Sure, perhaps we could….

**Manager:** That's a great idea. Let's make sure to test different call-to-actions to see what resonates best with the audience.

1. **Encourage collaboration and growth**

**Manager**: Another area we can improve is targeting the right audience. Can you think of any new targeting strategies we can test to reach a more engaged and interested audience?

**Employee**: Perhaps other targeted audience could be…..

**Manager**: That's a great suggestion. Let's work together to implement these new strategies and track their effectiveness.

1. **End on a positive note**

**Manager**: Overall, I think we can make some great improvements to the TikTok campaign and drive better results in terms of sales conversion. I appreciate your hard work and dedication, and I look forward to seeing what we can achieve together.

**Employee:** Thank you, [Manager Name], for your feedback and support. I'm looking forward to making these improvements and achieving better results.

**Manager**: Great, let's move on to the next topic.

**STEP 4: Discuss Current Issues and Challenges (5- 15 mins)**

**Manager**: Are there any issues or challenges you face in your work that you would like to discuss?

**Employee**: I feel I am not doing enough for the TikTok campaigns.

**Manager**: Great, noted that. Now, let’s list the pros and cons of the current situation and discuss it. Let’s start with the pros. One of the pros is that we have a talented and dedicated team capable of overcoming any obstacle. Another pro is that we can access the latest technology and resources to help us achieve our goals.

**Employee**: Those are great points. What about the cons?

**Manager**: One of the cons is that we face a tight deadline and limited resources, making it challenging to complete the project on time. Another con is that the competition is becoming increasingly fierce, and we must find new ways to stay ahead.

**Employee**: Yes, those are definitely challenges that we need to address. What solutions do you have in mind?

**Manager**: To overcome the tight deadline, I suggest prioritizing our tasks and allocating resources more efficiently. We could also consider outsourcing some of the less critical tasks. As for the competition, I suggest we focus on innovation and continuous improvement to stay ahead of the curve.

**Employee**: Those sound like good suggestions. I'm confident we can overcome challenges and achieve goals with these solutions.

**Manager**: Exactly. I'm glad that you agree. What we could do now is come up with more ideas and discuss them for our next meeting with the team. Does that sound good?

**Employee**: Sounds great. I look forward to it.

**Manager**: Is there anything else you need help with or questions you would like to ask?

**Employee**: No, I am good!

**Manager**: Okay, let's move on to the next topic.

**STEP 5: Action Items and Follow-Ups (5-10 mins)**

**Manager**: What action items or tasks do you have coming up in the next few weeks or months?

**Employee**: Task 1, Task 2, and Task 3.

**Manage**r: Let's discuss how we can support you in completing those tasks and ensure you have everything you need to succeed. Are there any follow-ups or updates you would like to discuss?

**Employee**: Well, during our last meeting, we discussed several tasks that needed to be completed by the end of the week. I've made some progress on all of them. I've completed tasks one and two and am about halfway through task three.

**Manager:** Excellent, it's great to hear you're making progress. What challenges have you faced so far and do you need any additional support?

**Employee**: I've faced a few challenges with task three, but I think I've figured out a solution. I don't need any additional support at the moment, but I'll let you know if anything changes.

**Manager:** Great, it's always good to have a plan. Just a reminder, the deadline for these tasks is still the end of the week, so let's ensure we stay on track.

**Employee:** Definitely, I'll make sure everything is completed by the deadline.

**Manager:** Great, I appreciate your hard work and dedication. If you need anything, just let me know.

**Employee:** Will do. I'll keep you updated on my progress. Thank you for checking in.

**Manager**: Of course. I just want to ensure that we're on the same page and that everything is running smoothly. Let's touch base again later this week to see where we stand.

**Employee:** Sounds good. I look forward to our next meeting.

**STEP 6: Future Planning (5-10 mins)**

**Manager:** Looking ahead, what are your long-term goals and aspirations in the company?

**Employee**: My long-term goal is…

**Manager**: That's great, we will work together to support you in reaching those goals. I thought we could start by setting some goals for the next 6 to 12 months. We could also review our current processes and see if any areas need improvement. Finally, we could identify any new opportunities or challenges that might arise in the future and develop strategies to address them.

**Employee**: That's a great plan. I think it's important always to be looking ahead and ensuring we're prepared for whatever comes our way.

**Manager**: Exactly. I'm glad you agree. To get started, I think it would be helpful if you could develop a list of your goals for the next 6 to 12 months. We can then review them together and see how they fit into the overall plan for the team.

**Employee**: Sure, I'll get started on that right away. Thanks for talking to me about this, I appreciate it.

**Manager**: No problem. I think it's important that we work together to ensure our success. If you have any questions or concerns, don't hesitate to reach out.

**Employee**: Will do. I look forward to continuing this discussion and planning for the future.

**Manager**: Is there anything specific that you would like to address on future planning before we wrap up?

**Employee**: Yes/No.

**STEP 7: Wrap-Up (2 mins)**

**Manager**: To wrap up, let's review what we have discussed today and ensure we have addressed everything. [Insert summary of the meeting].

* Current SMART goals and objectives
* Areas to improve on
* Solutions to tackle the current challenges that the employee has
* Review meeting on the [Insert date and time] to brainstorm ideas/tasks/goals/action items
* Meeting with teammates to discuss ideas on how to improve marketing initiatives

**STEP 8: Conclusion (2 mins)**

**Manager**: Thank you for your time and for being open and honest during our meeting today. I appreciate your hard work and dedication and look forward to our continued partnership. Is there anything else you would like to add or discuss before we conclude the meeting?

**Employee**: Yes/No.

**Manager**: Great, let's schedule another meeting soon to review your progress and continue our discussion. Thank you for your time.