

Prepare for Launch

Your team should know what's coming before the market does.

Too many launches flop because the internal team didn't understand, didn't know, or, worse, didn't care about the campaign, the value it would bring, the ways it would affect them, or even just what the campaign meant. Your internal teams are just as important as those outside the organization. Brand launches, product rollouts, and strategic shifts must start *inside*.

Internal Launch Essentials:

- **Leadership Alignment**
Have managers been briefed and trained as ambassadors?
- **Team Roles**
Does each team member understand why the launch is important and what their roles is in the process?
- **Toolkits & Talking Points**
Is there a guide for how to communicate and act on the change?
- **Channel Plan**
What internal meetings, videos, emails, or events will reinforce this?
- **Message Clarity**
Can every department articulate what's happening?
- **Engagement Tracker**
How will you measure buy-in and adoption?

Success begins with team alignment.

Our Internal Alignment process ensures your entire team launches strong.

carneyco.com/internal-alignment/

