

Challenge 2: Build Your Team



**World
Partnership
Walk**

Building a successful workplace team starts with early momentum. The most effective team captains secure leadership support, clearly communicate why the Walk matters, and make it easy for colleagues to say yes. These three steps will help you build credibility, momentum, and visibility within your organization:

1. Secure Leadership Support

Start by speaking with your manager or a senior leader. Their support helps legitimize the initiative, encourages participation, and opens access to internal communication channels.

2. Share Your Why

Personalize a short, authentic story about what inspired you to become a team captain. You don't need a polished pitch just a few honest words that connect the Walk to your values and ideally values your workplace cares about as well.

3. Activate Your Workplace

With leadership support in place, make a clear ask. This might include having a senior leader share your team invitation through internal channels, making a brief team announcement, hosting a short Lunch & Learn with AKFC staff, or promoting your team in workplace chats or newsletters. Even a small endorsement can significantly increase participation.

Your Team's Challenge Journey:

- Get ready for what's next
- Get company support
- Build your team
- Set a goal
- Fundraise
- Walk & Celebrate

Need a hand or looking for ideas?

- [!\[\]\(569ff5d1aa9137b5defb690d1175fea6_img.jpg\) Book a Team Captain Support Call](#)
- [!\[\]\(59bff645cb030955f45f21c74e7ddbd4_img.jpg\) Book a Lunch & Learn with the World Partnership Walk team](#)
- [!\[\]\(dd83808d77658902b474c9e02c5f52d1_img.jpg\) Access the Team Captain Resource Hub](#)
- [!\[\]\(987f007ec31dbf160273204c7c2fd496_img.jpg\) Follow us on LinkedIn](#)
- [!\[\]\(81fa0003d5fda42e000d07b0ffc66c38_img.jpg\) Access the Message Templates: "Approaching Leadership" + "Announce Your Team"](#)
- [!\[\]\(acb0c5b34290f09b11b0b02089058fd1_img.jpg\) Join the Your Brand at Work™: Sharing What Matters Series for workplace teams](#)