

International 3.0

Huddle Delivery Guide

The purpose of this huddle is to clearly communicate and embed HSBC's new International 3.0 proposition to all frontline staff, so they understand their roles in making HSBC become the world's most recommended bank for international customers.

By the end of the session, your team should be able to recall International 3.0's Six Customer Promises and know where to go/how to get support as needed.

Huddle length

Preparation time	15-20 mins
Running time	15-20 mins

Preparation

This guide provides team managers with a clear overview of how to run the huddle, including when to run each team activity.

- The [International 3.0 Activity Deck](#) contains a series of activities to run with your team members, to help embed the proposition. Take some time to review the speaker notes in the deck ahead of the session.
- You can either run this huddle as a Zoom call or face-to-face with your teams. If you are presenting face-to-face, please make sure you have print-outs ready at the start of the session – these are indicated on the next page.
- In advance of the huddle, make sure you understand the International 3.0 proposition and our Six Customer Promises. You can refer to the International 3.0 Toolkit for more information.
- If your team has not completed the e-Learning, have the 'Anil' video ready to play at the start of the huddle. Ensure the [video](#) is uploaded, sound checked and ready to play, prior to discussion.



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Activities

Activity 1

Match the Six Customer Promises to the correct description. (Allow 2 minutes)

1



Zoom call: Ask your team to use the annotate function to link up the promises with the correct descriptions.



Face-to-face: Give your team a printed copy of the table and ask them to link up between the promises and the correct descriptions.

2

Following instructions in the Activity Deck, **reveal the answers.**

3

Then run through each promise in more detail and share the available resources and tools for each one. (Allow 7-8 minutes)



Zoom call: Present these on-screen and encourage your team to bookmark these resources. (you will also send them an email with all these links)



Face-to-face: Give print-outs to your team members and show them the online resources on screen. After the session, share these links with your team via email and encourage them to bookmark each page.

Activity 2

Quick Quiz (Allow 5 minutes)

1

Simply **ask the questions verbally** and you encourage team members to answer them. You can share the correct answers that are in the Activity Deck.

End of huddle

Visual recap of the **Six Customer Promises** and imagery. Refer to the [Activity Deck](#).

(Allow 2 minutes)

After the huddle

Remember to email the relevant links out to your team – you can find an editable email template [here](#) – and encourage them to bookmark the links for the future.