

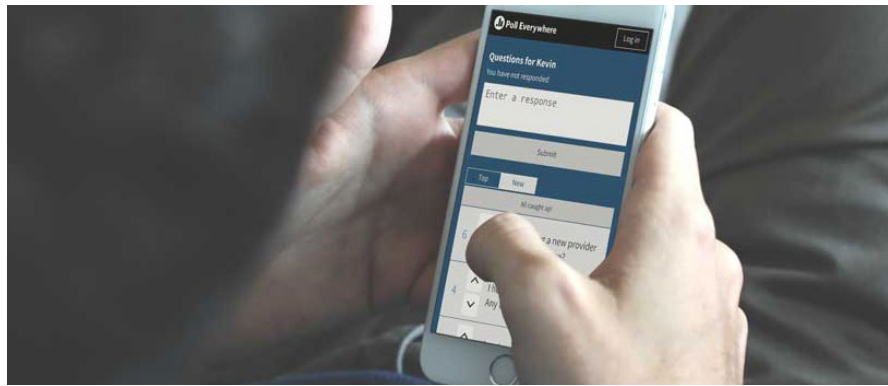


# CEO: Ask Me Anything

**KOHL'S**

Poll Everywhere Q&A brings anonymity, transparency, and inclusion to Kohl's

[inquiries@polleverywhere.com](mailto:inquiries@polleverywhere.com) for details.



## Goal: Alignment and transparency

Update every Kohl's associate about the fiscal health of the company, and give team members a safe place to ask CEO Kevin Mansell questions.

## Solution: A Poll Everywhere Q&A live video stream

The all-hands meeting is video-streamed to every store and office, along with an anonymous Q&A powered by Poll Everywhere. Employees use their phones to submit questions from anywhere, in real time.

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**Poll Everywhere not only includes everyone, it makes them feel comfortable asking the CEO what they want to ask. We're three years in now, and it's become expected.**

Luke Mueller, Internal Communications

## Bonus: A high-level view of internal health

An anonymous company-wide Q&A, inclusive of in-person and remote employees, led to a deeper understanding of employee concerns. People asked more questions, and a greater breadth of questions, than in past Q&As without anonymity. This left Kohl's in a strong position to scope and address employees' felt issues. It helped leadership future-proof the company against internal problems.

## Impact: Transparency at every level

Kohl's now uses Poll Everywhere for ask-me-anything town halls at both the all-hands level, and in each pyramid of the organization. They conduct a total of 25 AMAs every year, as good hygiene.