



LISTEN



UNDERSTAND



KNOW



CONNECT



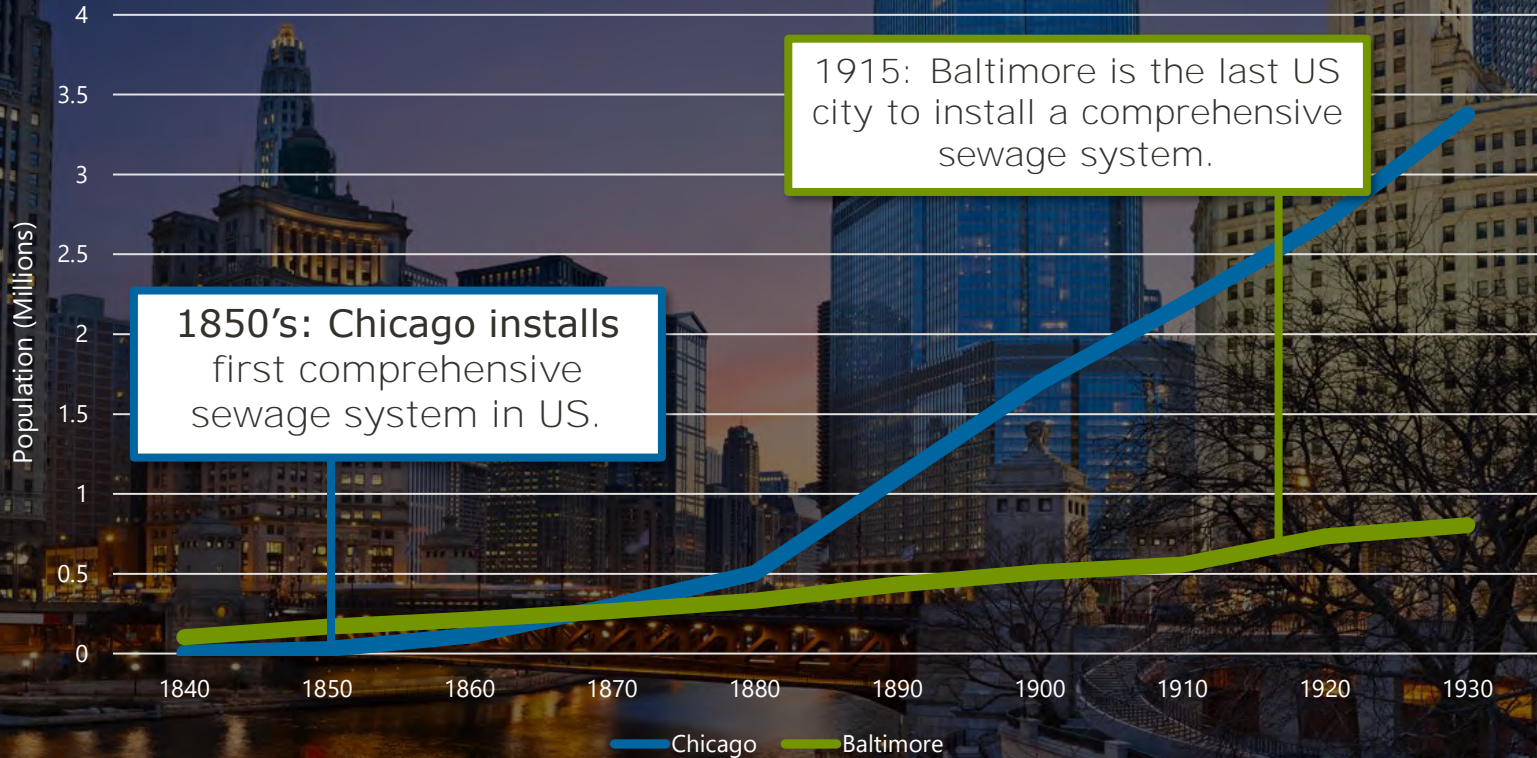
C5insight

People-Centric Productivity in a Post Pandemic World

5 Steps for Preparation and Transformation

Entire presentation is copyright © 2020, C5 Insight, Inc. All rights reserved.

A Tale of Two Cities



1850's: Chicago installs first comprehensive sewage system in US.

1915: Baltimore is the last US city to install a comprehensive sewage system.

When **cities** don't change with their **citizens**...



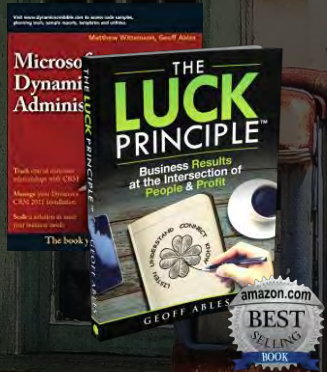
When **organizations** don't change with **society** ... ?

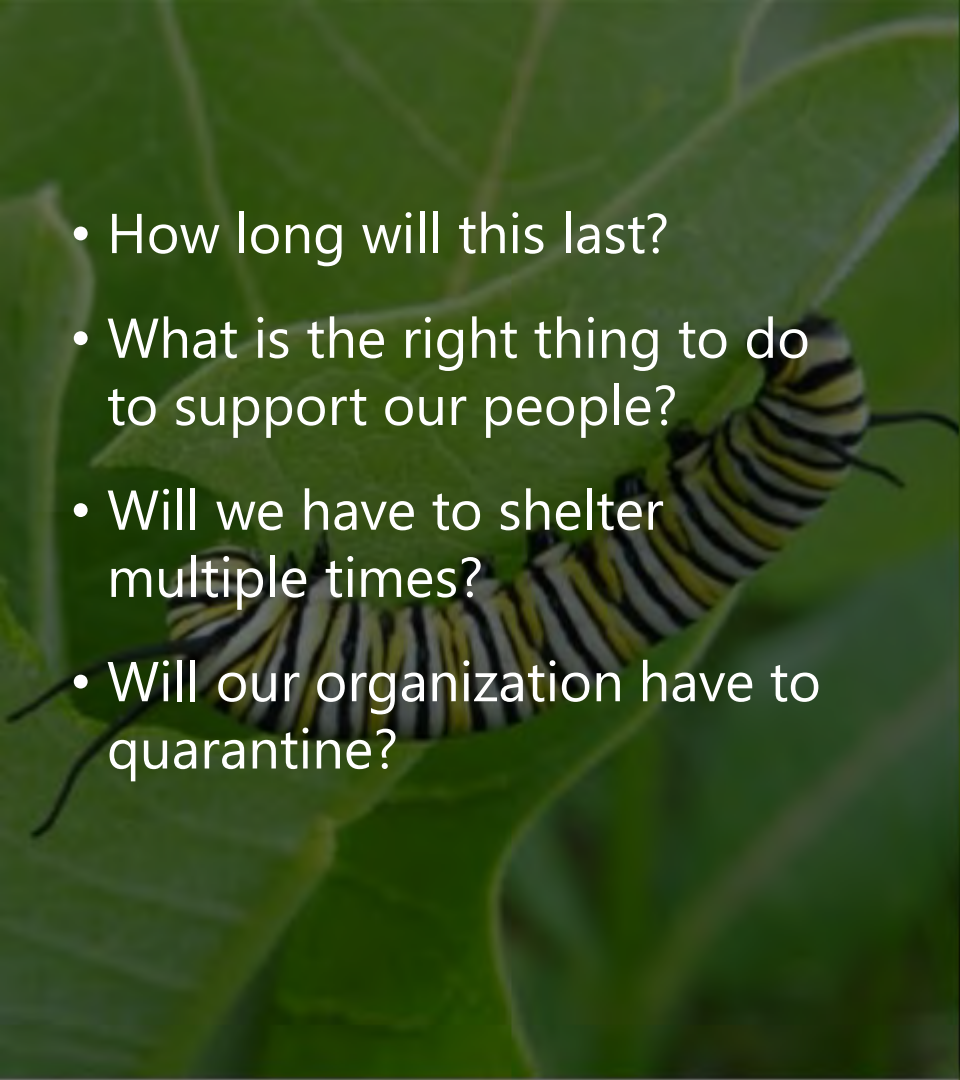
Meet Your Presenter

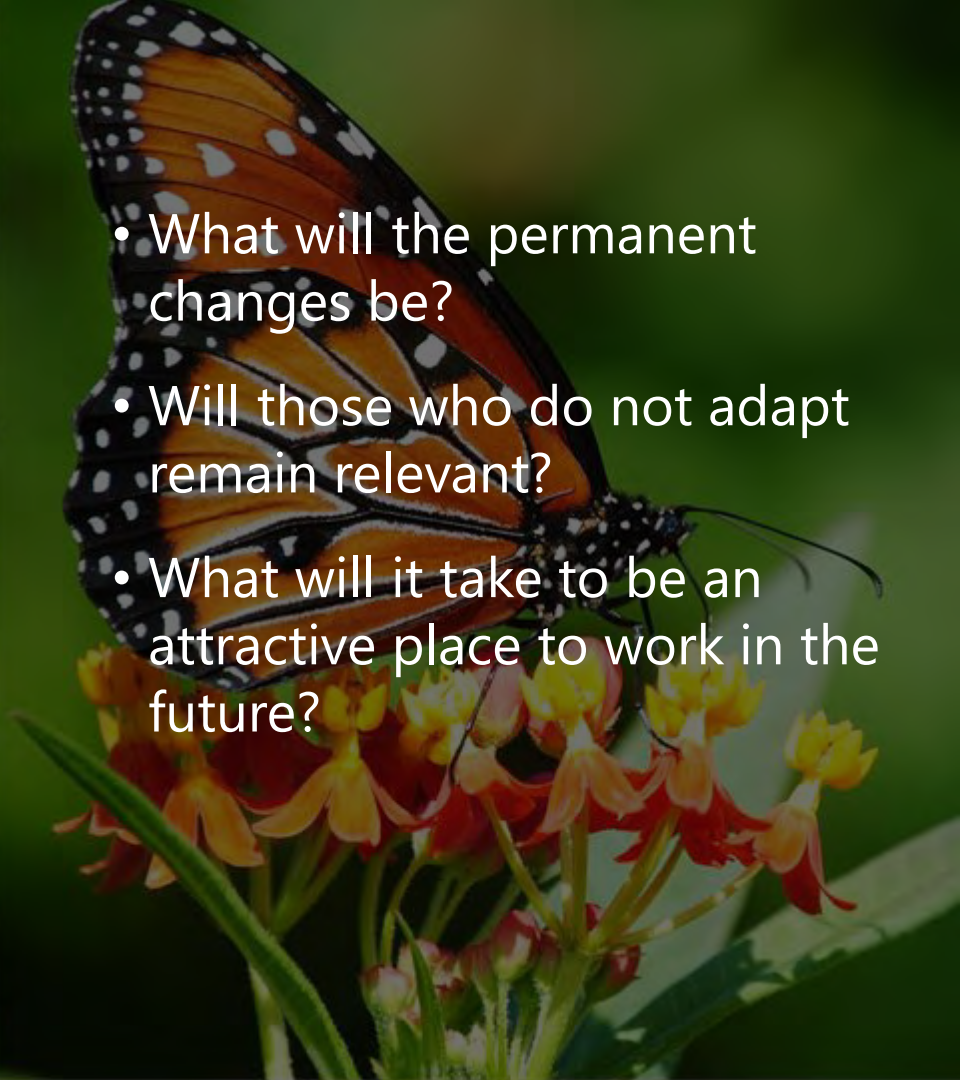


Geoff Ables
C5 Insight

Advisor, Author, Speaker
Digital Customer and Employee Engagement
@c5geoff
geoff@c5insight.com
704.281.8067



- 
- A monarch caterpillar with black, white, and yellow stripes is crawling on a large green leaf. The background is a soft-focus green.
- How long will this last?
 - What is the right thing to do to support our people?
 - Will we have to shelter multiple times?
 - Will our organization have to quarantine?

- 
- A monarch butterfly with orange wings and black spots is perched on a cluster of small red and yellow flowers. The background is a soft-focus green.
- What will the permanent changes be?
 - Will those who do not adapt remain relevant?
 - What will it take to be an attractive place to work in the future?






The background of the image is a composite of two photographs. On the left, a monarch caterpillar with black, white, and yellow stripes is crawling on a large green leaf. On the right, a monarch butterfly with orange, black, and white wings is perched on a cluster of small red and yellow flowers. In the center, there is a circular graphic consisting of two concentric circles. The inner circle is a light orange color and contains the text '84%'. The outer ring is a darker orange color and is partially cut off on the left side, suggesting it is part of a larger circle.

84%

84% of Digital Workplace Projects Fail

Forbes



People-first digital
projects are different
from legacy,
task-first,
technology projects.



5 PRINCIPLES FOR

PEOPLE-CENTRIC TRANSFORMATION

LISTEN



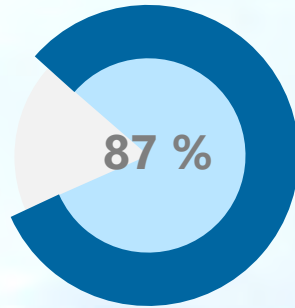
LISTEN

25

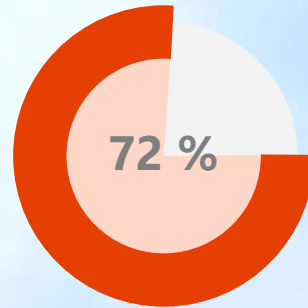
Average number of applications
that an employee uses per week

LISTEN

Employee Satisfaction



**2 or Fewer
Enterprise Systems**



**3 or More
Enterprise Systems**

LISTEN

Listen

in More Places

Modern Channels

Legacy Channels

Evolving Channels

Public Web
IVR

E-mail

Instant Message

File Share

Sales

Text/SMS

PC

Mobile

Video

Chat/IM

Big Data

Meeting

Mail

Social

IoT

Point of Sale

Portal: Intranet, Extranet

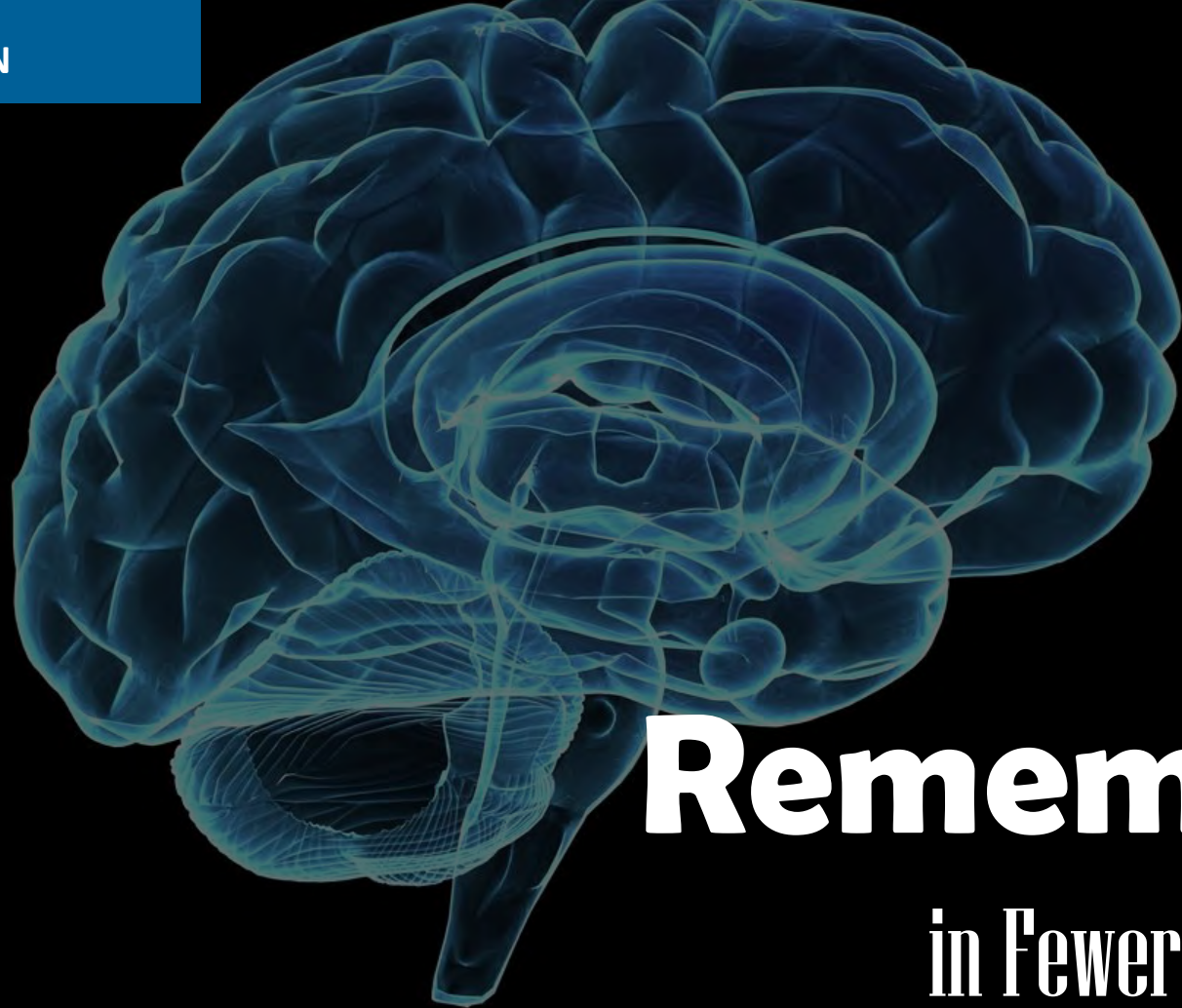
Cloud

Bots

Paper

Customer Care

LISTEN

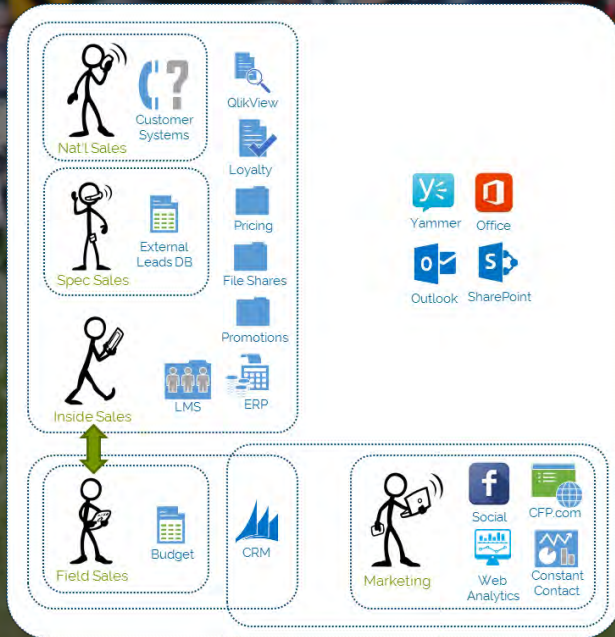


Remember in Fewer

LISTEN

Ride Along

Integrate, Migrate and Eliminate
3 Year Journey – Community/Regional Bank



- Roadmap and Annual Plan:
Less Technology, More Solutions, Ride Along
- 153 Business Processes
 - Loan Paperwork, Approvals, Pipelines, Onboarding, Referrals, Compliance
- Results
 - Lower Operational Costs
 - Better Customer Acquisition & Retention
 - Less Re-Keying, Higher Data Quality

LISTEN

UNDERSTAND

LISTEN

UNDERSTAND

ORGANIZATIONS WITH THE FASTEST REVENUE GROWTH ARE:

108%

Better at accessing
and drawing
insights from data.

84%

Better at
translating insights
into action.

- IBM Research

LISTEN

UNDERSTAND

2025
175zb

2016
4.4zb

2006
0.16zb

53% - 80% ROTII

LISTEN

UNDERSTAND

What

is your
content and data
management
plan?

Who

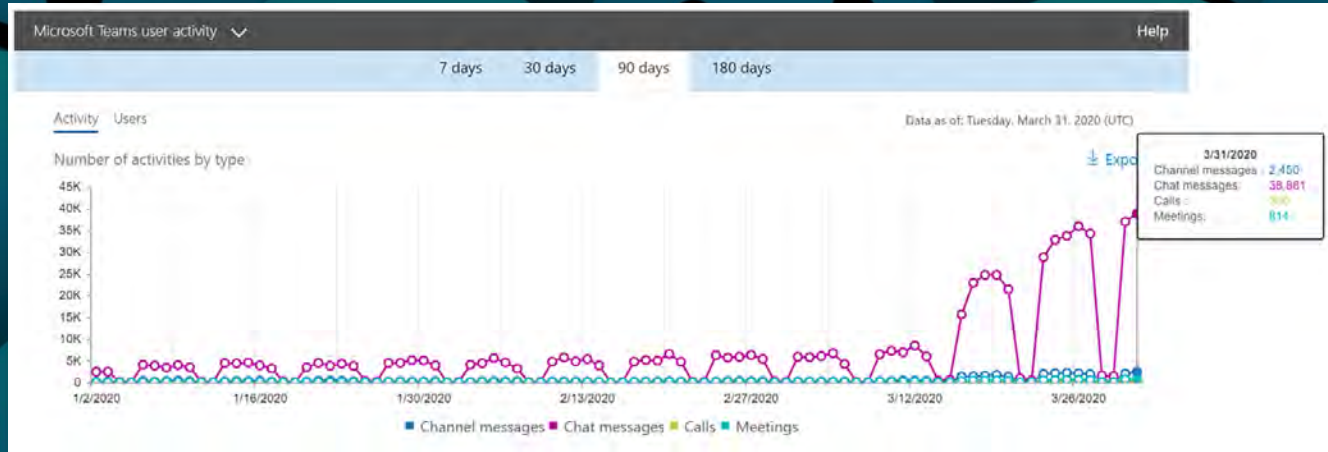
is your
Data Steward?

LISTEN

UNDERSTAND

Atrium saw more people (1700+) in Teams training by April 1, 2020, than in all combined training for 2019 (1400+)!

Be Social



Key benefits of Enterprise Social



TOP 5 BENEFITS FOR INTERNAL USE



LISTEN

UNDERSTAND

CONNECT



LISTEN

UNDERSTAND

CONNECT



30% greater profit for firms using sales process.

- The Sales Management Association



Employees with above average number of connections generate \$83,000 more revenue.

- MIT Research



Marketers who use process report success 466% more often than those who don't.

- Coschedule



72% of first BPA projects generate a return within 2 years; faster with additional projects.

- AIIM

LISTEN

UNDERSTAND

CONNECT

Rigid

Flexible

LISTEN

UNDERSTAND

CONNECT

Rigid Core

RIMS: Repeatable,
Improvable, Measurable,
Scalable

Flexible Edges

SAIL: Simple, Agile,
Innovative, Low-Friction

LISTEN

UNDERSTAND

CONNECT

Rigid Core

Reinvent How You Think About Process



Flexible Edges

Reinvent

LISTEN

UNDERSTAND

CONNECT

Save Cancel Copy link

Proposal Request ID: 2019-08-02- [redacted] - LATRO- Other- Proposal

* Client Name: [redacted]

* Proposal Type: Other

* Client Type: Operator

Client Country: Uzbekistan

* Client Head Office A...: [redacted] Uzbekists

* Client Network Type: Mobile Operator

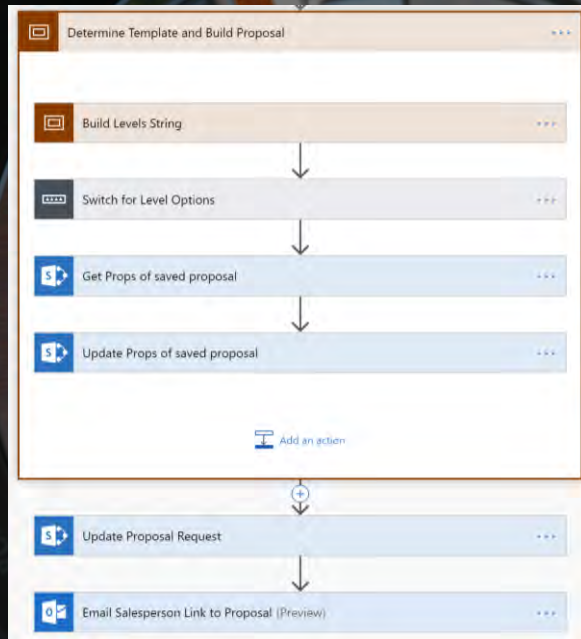
* Client Subscriber Co...: [redacted]

* Levels Needed: Level 1-TCG x Level 3-SA x

Salesperson: [redacted]

Status: Draft

Save Cancel



Location	Account Manager	Address	Holiday Display Ready	Sales Target
Northwind Capitol Hill	Jeff Teper, Account Manager	400 19th Ave E, Seattle, WA 98112	✓	\$57000
Northwind downtown	Christie Cline, Account Manager	116 Pike St, Seattle, WA 98101	✗	\$102000
This is a very long long long long long long name			✗	\$20000

Dashboard

- Formatted SharePoint List
- Approval Status

CRM + SP +
PowerApp

Flow

- Select Template
- Mail/Merge Variables

Process

LISTEN

UNDERSTAND

CONNECT

KNOW



HOME 10 : 56 VISITOR

14 2 TOL QTR 2 TOL 3 7

2 DOWN 10 TO GO BALL ON 16

Fair-Play
Theater Group

© 2020 C5 Insight, Inc.

25



LISTEN

UNDERSTAND

CONNECT

KNOW

Organizations with a strong learning and collaborative culture are:

92% more likely to develop novel products and processes

52% more productive

56% more likely to be first to market with their products and services

17% more profitable than their peers

LISTEN

UNDERSTAND

CONNECT

KNOW

Business Leaders

86%
“Collaboration
is critical.”

7%
“We are effective at
collaboration.”

79%
Gap!

- [Boundary Spanning Leadership](#)

LISTEN

UNDERSTAND

CONNECT

KNOW

The screenshot shows a Microsoft Teams channel named 'General'. At the top, there is a search bar and a user profile. Below the search bar, there are tabs for 'Conversations', 'Files', 'Wiki', 'All Open Opportunities', and 'SQAG'. The main content area displays a 'TEAM GOAL' card with the following text: 'Current TEAM Performance: 291 Activities' and 'Target TEAM Performance: 400 Activities'. To the right of this card is a summary card titled 'As of Yesterday' showing a 'Count of Activities' of 438. Below these cards is a line chart titled 'Daily Activity Count' showing activity levels from July 2018 to July 2019. The chart has a blue area representing activity, a green horizontal line at 400, and a red horizontal line at 300. The x-axis is labeled with months: Jul 2018, Sep 2018, Nov 2018, Jan 2019, Mar 2019, May 2019, Jul 2019. The y-axis ranges from 200 to 700. On the left side of the Teams interface, there is a sidebar with navigation options: Activity, Chat, Teams, Meetings, Calls, Files, and Help. The bottom of the screenshot shows 'Page 1'.

KNOW
YOUR
SQAG

LISTEN

UNDERSTAND

CONNECT

KNOW



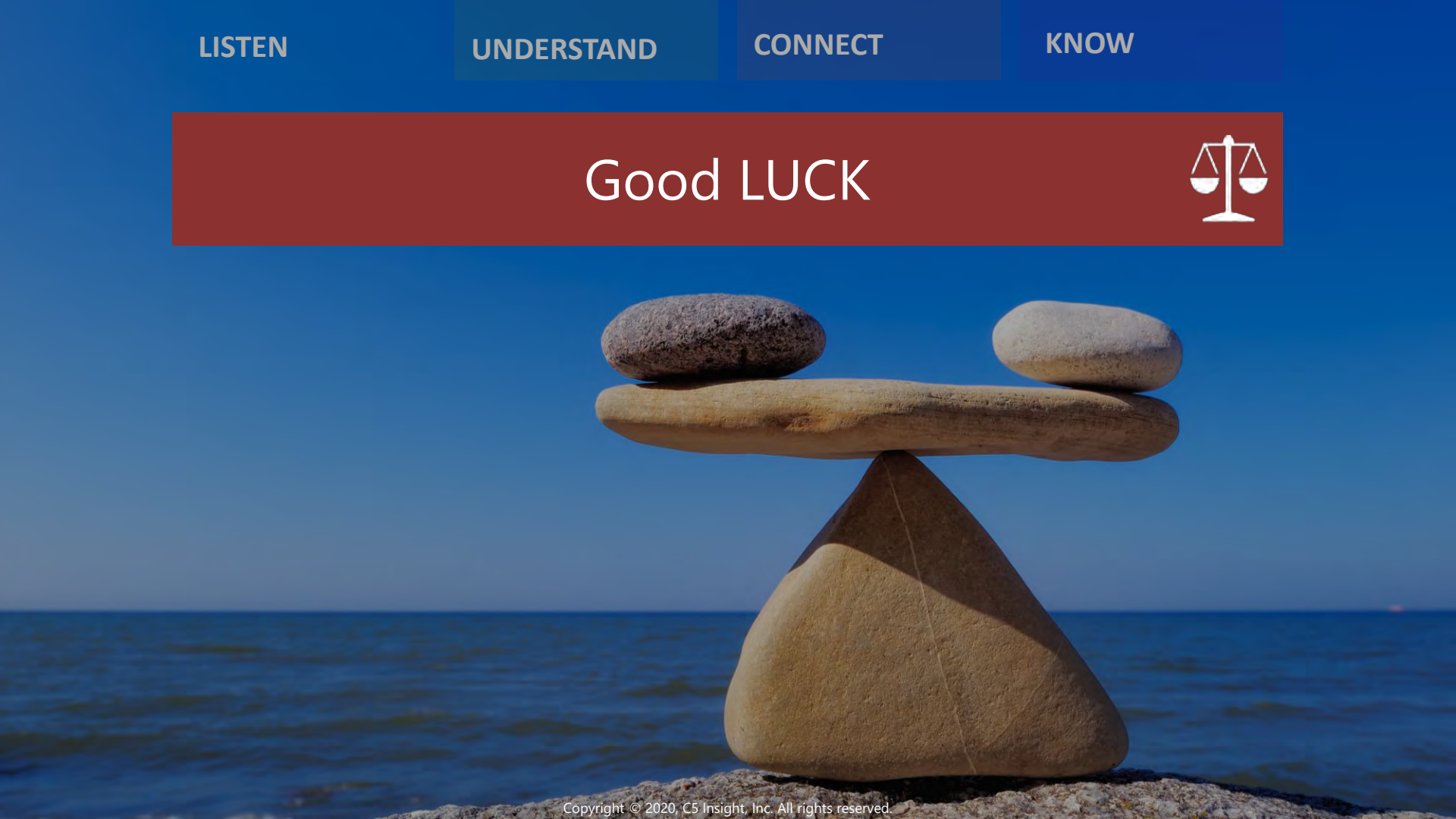
LISTEN

UNDERSTAND

CONNECT

KNOW

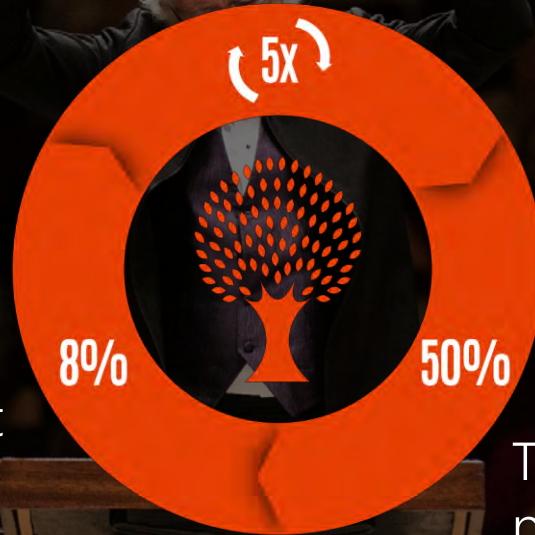
Good LUCK



Good LUCK

Character driven leaders and their teams deliver as much as 5x greater returns for their organizations.

- [Return on Character](#)



The boost in margins that can be explained by creating an effective culture.

- [The Culture Cycle](#)

The boost in operating profit performance for customer-facing employees that can be explained by culture.

- [The Culture Cycle](#)

81%

of organizations are weak in Digital Management, Digital Leadership or both.

Of the 19% that are strong in both – they are more likely to show:

- Revenue growth of > 10%
- Presence of a digital coach
- A clear digital vision

Good LUCK

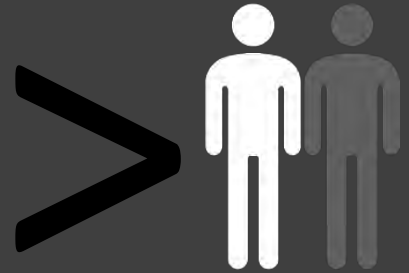


ANGEL TREE™

A Program of Prison Fellowship™

2.7 MILLION CHILDREN WITH A PARENT IN PRISON

HAVE NOT SEEN THEIR CHILDREN



Isis González

Good LUCK

BEFORE

- Stale, Failed, Intranet

AFTER

- *Digital = Cultural Tool*
- CEO Blog and Engagement
- Active Newsfeed
- Content Owners and Editor
- New Employee Welcoming
- Social Employee Recognition
- Document Governance

The screenshot shows a modern corporate website for 'THE YARD'. The top navigation bar includes links for HOME, ABOUT, CEO, EMPLOYEES, PROGRAMS, RESOURCE, SPONSORSHIP, and PLAN SITE. The main content area features a large hero section with a laptop displaying code and a 'LOGGING IN TO VPN' section. Below this is a 'WHAT'S NEW' section with three featured articles: 'REFERRAL PROGRAM INCENTIVE - OPEN POSITIONS', 'WOMEN'S LUNCHEON WITH MARTHA ACKERMAN & STE...', and 'PF ON THE MOVE - EARN \$50'. A 'RECOGNITIONS' sidebar on the right lists 'ABOVE AND BEYOND' with names SANDY THORPE, LESLIE HERNANDEZ, LETY CONCEICAO, and a date 8/30/2018. The footer contains a copyright notice for 2020 CS Mobility Inc. All rights reserved.

MORE RECENTLY

- Remote people-first team suddenly highly engaged.
- Offering practical tips and training for connecting during COVID-19.
- Special recognition and human-touch engagement.
- Corporate and field are now closer than before.



Information Technology

Your Office Profile: Let's Get to Know You!



Talent Development

Your Very Own Online "Water Cooler"



Human Resources

Stay on track for your retirement!



Talent Development

Tips on Working and Leading Remotely

Being grateful for what we have is so important - and we have so much to be thankful for! So, let's hear from you.

What are you thankful for today? Leave a comment below!

Like Reply Share Edit ...

Sharon Carron, Mara Dozier, Jenny Faulkner, and Elias Sanchez like this

Seen by 60

Show 2 other replies:

Betsy Wright - March 30 at 09:32 AM
With an angry pest looming way to near in the future for my comfort, I am thankful that in this time of quarantine I get to have my crazy busy kids close by. :3 (I honestly don't know how I am going to get from cooking for 6 (was 7) to cooking for two. Maybe I'll just have to cook twice a week. :))

Like Reply Share Mark Best Answer ...

You, Tommy Murray and Mara Dozier like this

Mara Dozier - March 30 at 06:05 PM from iPhone
I'm grateful for my family and even though they may drive me bonkers, I wouldn't trade them for the world!

Like Reply Share Mark Best Answer ...

You and Betsy Wright like this

Mara Dozier · Fellow — March 27 at 07:15 PM from iPhone
Show me your current co-workers! Here are mine! The eldest gets to go with Daddy!

Like Reply Share ...

You, Jeremy Miller, Jen Frankenfeld, and 2 others like this

Seen by 53

Show 6 previous replies:

Kristin Caldwell - March 30 at 03:27 PM
And of course, Mara, the cutest kids!

Like Reply Share ...


Mara Dozier likes this

Wendy Worden - March 31 at 08:17 AM
The big one is Murphree and the little one is Reese (like a peanut butter cup); they are so much fun. GIANT cuddle bugs!

Like Reply Share ...

You, Mara Dozier and Sophie Linde like this

POWERED BY
LUCK



LISTEN

#BigData
#Content
#Integration

Listen to people
and remember
what they say.



UNDERSTAND

#Analytics #AI
#Search #ROTII


Distribute and
analyze
knowledge to
discover insights.



CONNECT

#CX #UX #Process
#Adoption #PM
#Governance


People-centric
processes and
experiences.



KNOW

#Collaborate
#Innovate #KPI
#Engagement

Know, share and
improve the score
together.

GOOD LUCK 

#Leadership #Culture #Purpose #Why – Use digital workplace tools to create a more people-centric LUCK-based culture.

A hand holding a green four-leaf clover against a blue sky background. The clover is the central focus, with its four leaves clearly visible. The hand is positioned at the bottom, holding the stem of the clover. The background is a bright blue sky with some blurred green foliage on the right side.

“

Funding is the **pulse** of the organization,
people are the **heart**.

— The LUCK Principle

Questions & Resources

RESOURCES



C5insight

Digital Workplace
Implementation and Advisory Services



Geoff Ables

geoff@c5insight.com

@c5geoff



> The LUCK Principle

Grab a Copy on Amazon.com

gotluck.link/book



> E-Books and Webinars

Digital Workplace ROI and Teams Deployment

geoff@c5insight.com



Partner with C5 Insight

Annual Plans | Health Checks | Process Design | Implementation

geoff@c5insight.com