Intelligent Partnerships

IP WORKFORCE STRATEGIC APPROACH SERIES

SHIFTING PROTOCOLS

Intelligent Partnerships

TOOLS

INTEGRATE OR EXPAND TECHNOLOGY

CLIENT-CENTERED REALIGNMENT

ALLOWS FOR A FRESH LOOK AT EXISTING RELATIONSHIPS AND PROCESSES

Insight
Get Closer to Clients.

Collaborate
Reposition or Introduce New Relationships

Market
Review Competitive Landscape

Refresh
Re-Examine Existing Agreements
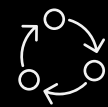
Sector Access
Identify New Verticals.

Offerings
Evaluate current service and product structure.

Tools
Integrate or Expand Technology.

Value Chain
Examine process and delivery models

IDENTIFY THE OPPORTUNITIES

TAKE A CLOSER LOOK

ANALYZE

Take a look at your shortfalls. During COVID-19, has your team been able to communicate efficiently and effectively?

REFLECT

If shortfalls exist in your team communication, how are your client communications suffering? If this basic technology is lacking, what else is lacking?

EXPAND

Take time to research and invest in best fits for your organization. Consider the customer service, from beginning to end, and what technologies can help you enhance the customer experience.

IMPROVE CLIENT EXPERIENCE

MAKE THE CLIENT THE PRIORITY

ASSESS

- Determine what works and what you can improve upon.

- Are there existing inefficiencies that technology can improve?

- Review industries related to you and your clients. What are other organizations using? What do you like about their tools? What do you not like?

- Solicit input from workers, partners, and trusted clients.

PLAN

- Which tools are within your budget? Which will provide the best ROI?

- Educate all stakeholders on the integration/expansion of technology .

- Determine the smoothest transition, making contingency plans for any gaps in integration.

- Use a phased adoption approach

ACT

- Train and educate your team on the new technology.

- Make the transition as seamless as possible.

- Step into the gaps.

- Provide opportunities for teams to make practical use recommendations

EVALUATE

- Test client response and adoption

- Assess cost of tool acquisitions, training, and ongoing management

- Determine if more/less technology is required

- Adjust as required

*SIDE NOTE

EDUCATION IS KEY. IN ORDER FOR YOUR EFFORTS TO BE SUCCESSFUL, YOUR ENTIRE TEAM NEEDS TO BE FULLY EDUCATED ON THE SEGMENT NEEDS AND DELIVERY. THEY SHOULD BE ABLE TO EASILY ENGAGE AND EDUCATE EXISTING AND POTENTIAL CLIENTS.

LITERATURE

Create materials for your team to review and an email campaign to help educate new sectors about successes with client base.

DISCUSS

Discuss new segment with your team. Keep an open dialogue so that they can provide feedback.
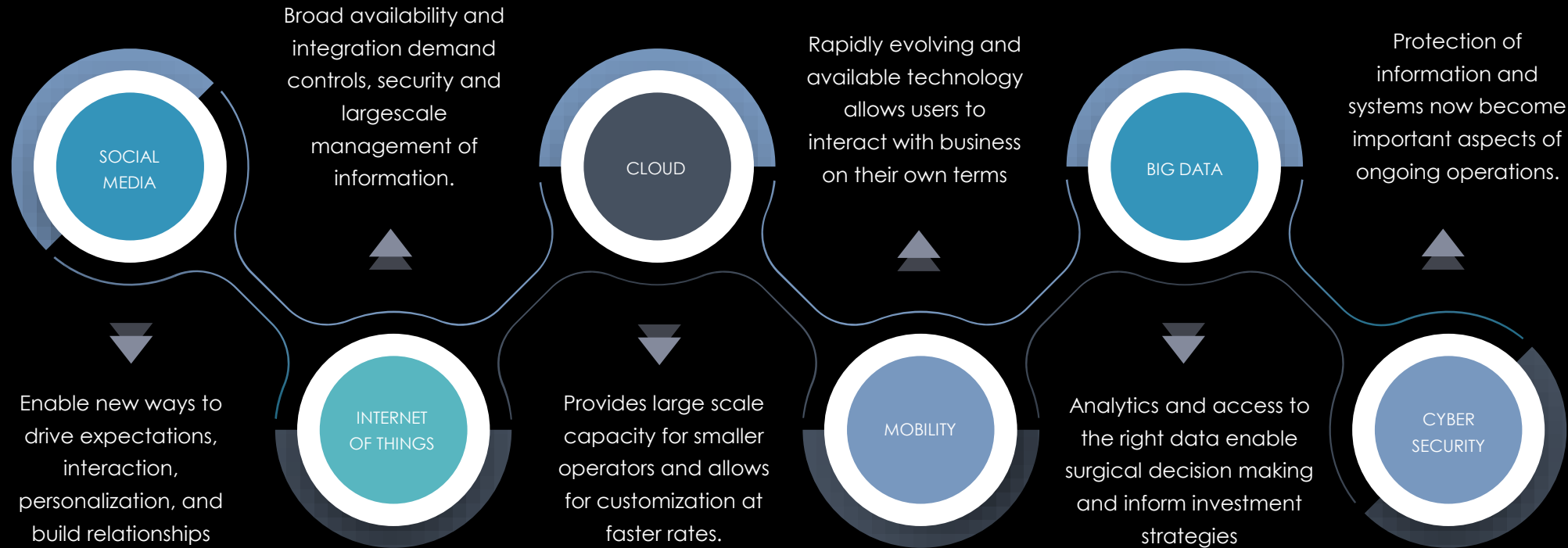
PRACTICE

Do trial runs so that your team can figure out what works in educating a client and delivering services in new spaces.

EXECUTE

Start with your most trusted clients and get feedback on the new process. Adjust as needed.

Emerging Technology Trends

SOCIAL MEDIA

Broad availability and integration demand controls, security and largescale management of information.

Enable new ways to drive expectations, interaction, personalization, and build relationships

INTERNET OF THINGS

CLOUD

Rapidly evolving and available technology allows users to interact with business on their own terms

Provides large scale capacity for smaller operators and allows for customization at faster rates.

MOBILITY

BIG DATA

Protection of information and systems now become important aspects of ongoing operations.

Analytics and access to the right data enable surgical decision making and inform investment strategies

CYBER SECURITY

Adapted from www.youexec.com/digitaltransformation

CREATE
VALUE

THROUGH TECHNOLOGY

- Make mobile engagement easier

- Increase productivity

- Data security

- Professionalism

- Solve Problems, Eliminate Inefficiencies
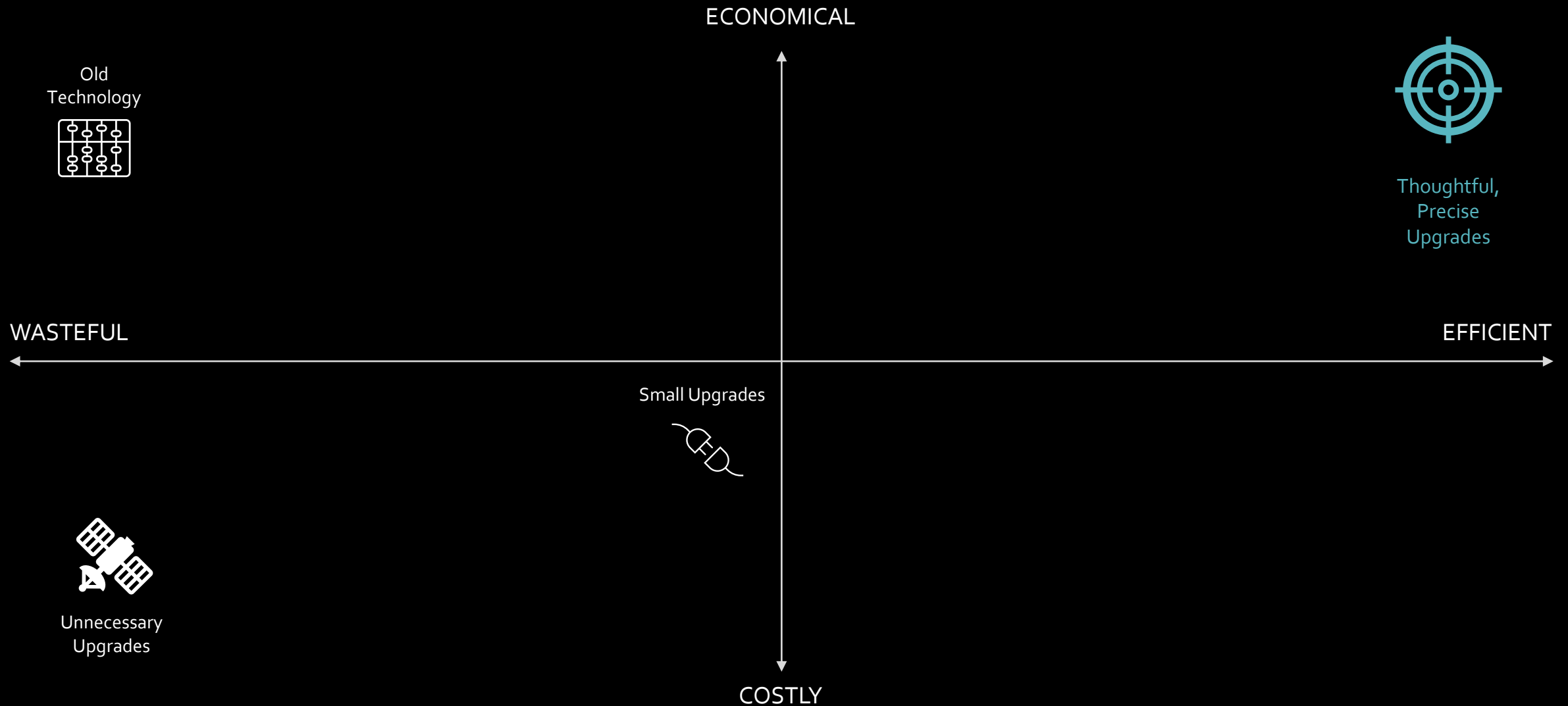
CREATE BUY-IN FROM STAKEHOLDERS

COMMUNICATE
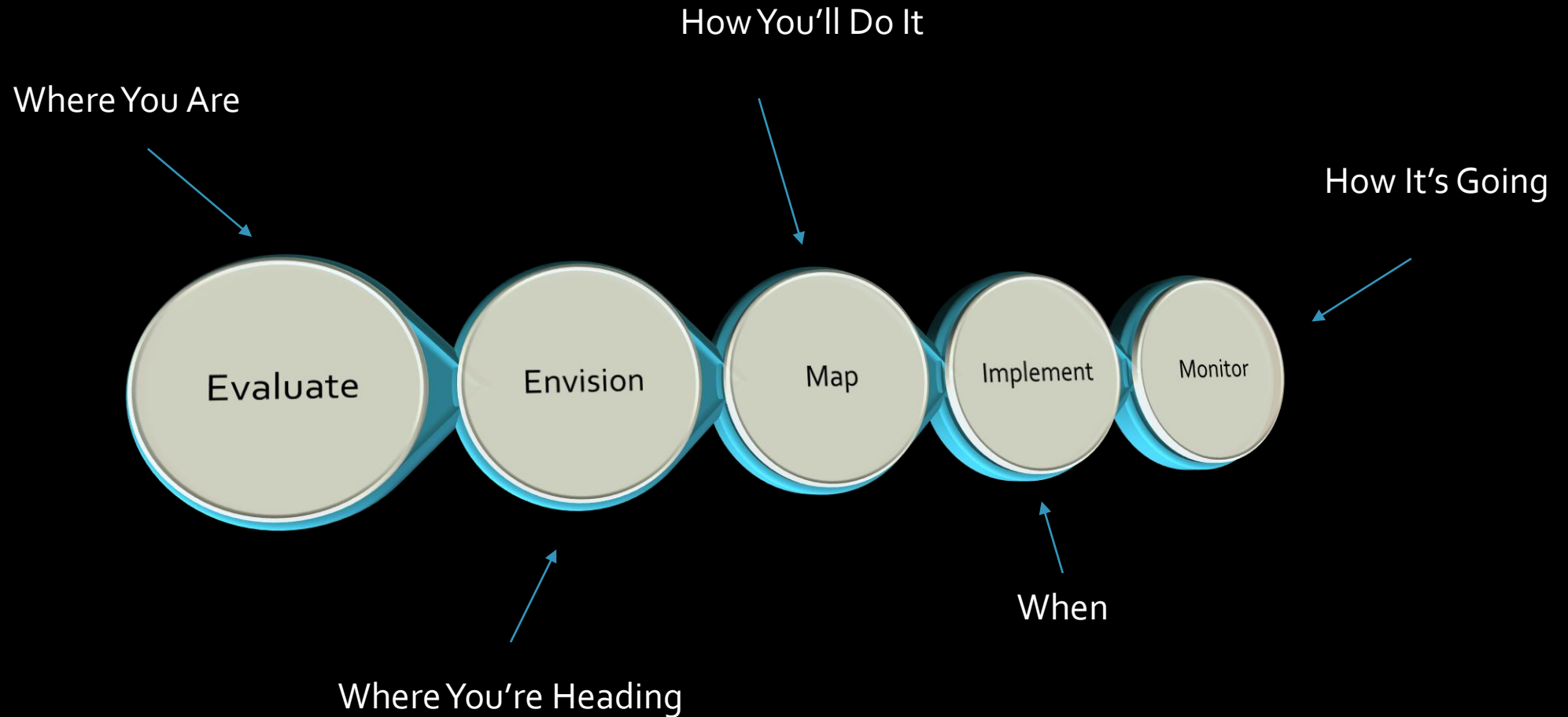
- Communicate the vision of what the upgraded/integrated technology will do for the company and its clients

- Understand the concerns of all involved, work to alleviate them

- Keep communication lines open to be able to immediately respond to any issues

EDUCATE

- Work with clients, both new and existing, to ensure that all parties are comfortable with upcoming changes

- Inform clients of the delivery expectations they should have of you in the upcoming months

- Confirm that your entire team is onboard and ready to deliver

EXECUTE

- Implement the technological changes as efficiently as possible

- Prioritize client satisfaction and maintain an ongoing dialogue

- Address any issues immediately

- Step into the gaps

EVALUATE

- Communicate with clients and team to measure everyone's satisfaction with the newly implemented technology

- Evaluate capacity

- Be honest about what worked and what didn't work

- Adjust as required

HIT THE BULLSEYE

ECONOMICAL

Old Technology

Thoughtful, Precise Upgrades

WASTEFUL

EFFICIENT

Small Upgrades

Unnecessary Upgrades

COSTLY

Technology Execution Stages

How You'll Do It

Where You Are

How It's Going

Evaluate Envision Map Implement Monitor

When

Where You're Heading

TIMELINE

TWO-YEAR REPOSITIONING PLAN

Assessment/Planning	Evaluation	Adjust	Marketing	Evaluation		Report
60 days	60 days	60 days	120 days	60 days		

MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC   JAN   FEB   MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

2020

Testing

20YY

| Disruption	Deployment	Report	Investment	Evaluate
Ongoing	90 Days		As needed	60 days

ABOUT US

We bring decades of experience helping clients in diversity management, strategic engagement and workforce design.

We encourage our partner organizations to prioritize our community's health and safety and remain an available resource.

Should you have any questions or need strategic design and implementation support, please feel free to contact our team at:

(877) 234-9737 or www.iPartnerships.net
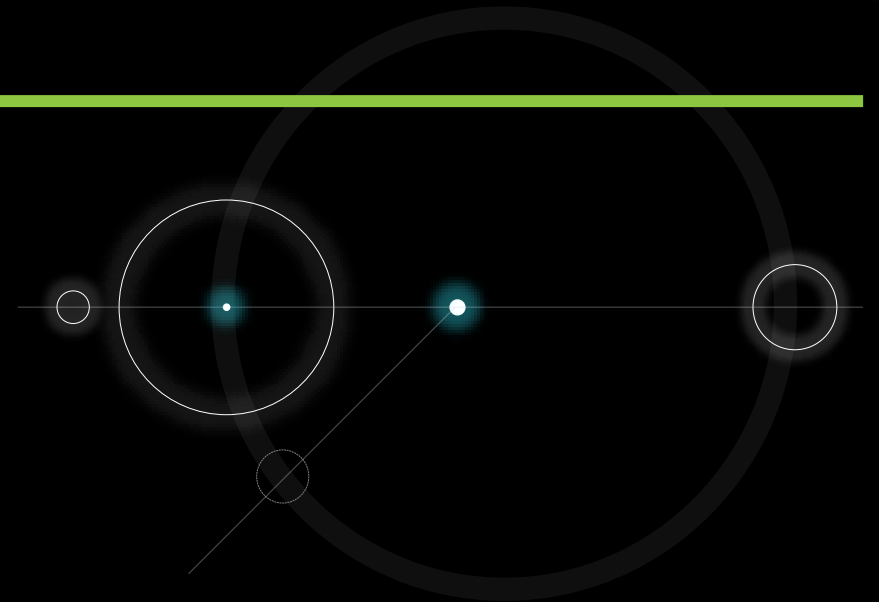
- HELPING OUR PARTNERS *Create Value Where Disruption Occurs.*

- PRIORITIZING *Innovation Through Collaboration.*

- PROVIDING USEFUL TOOLS AND RESOURCES THAT AID IN *Solid Decision Making And Measureable Market Impact.*

- FACILITATING REAL WORLD APPROACHES TO THE *Future of Work.*