



# Fueling Collaboration & Connection in Your Hybrid Workplace

with Sanne Qvarfordh & Rob Wodzinski

**Gagen  
MacDonald,**



## MEET YOUR PRESENTERS

# Welcome!

## What we'll cover today ...

- Making the invisible visible
- Infusing interactions with purpose
- Building belonging and providing meaningful support



SANNE QVARFORDH  
CLIENT ENABLER



ROB WODZINSKI  
SENIOR DIRECTOR





REALITY

What was once the solution, is now the battleground



Goldman Sachs

The Washington Post



Google

TESLA



THAT'S NOT ALL YOUR DEALING WITH



**QUIET QUITTING**



**TRANSFORMATION  
OVERLOAD**



**DEI&B**



**LONELINESS &  
DISCONNECTION**





The Agenda of the  
Organization



The Agenda of the  
Employee



BEYOND ENGAGEMENT: CONNECTION

# We are in an 'employee first' era

21%

Engaged at work<sup>1</sup>

33%

Thriving in their  
overall wellbeing<sup>1</sup>

1.7

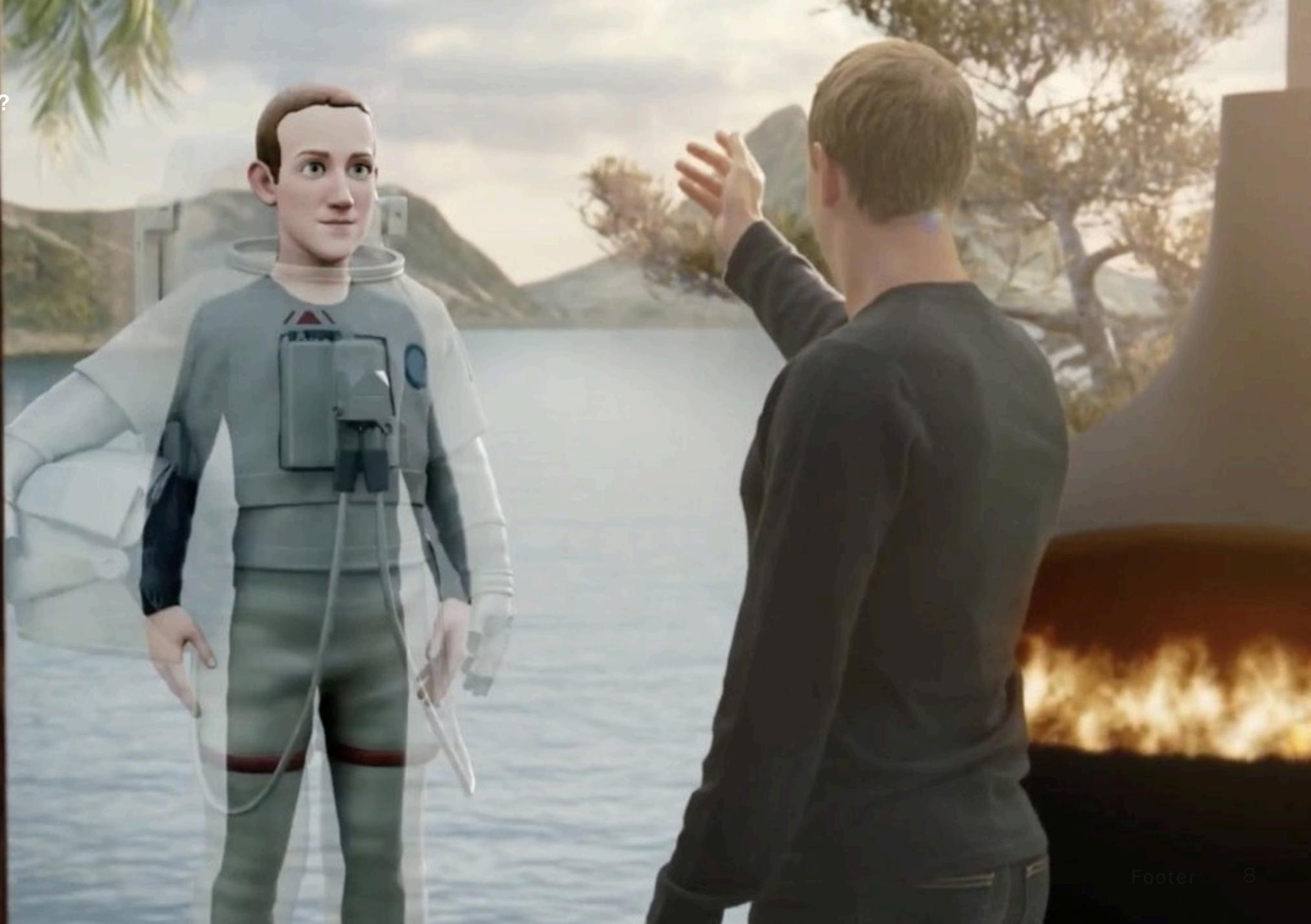
Job openings for  
every worker<sup>2</sup>



<sup>1</sup> US Bureau of Labor Statistics <sup>2</sup> Gallup



WHAT ROLE FOR DIGITAL?



**Poll:** What is your current level of connection to your work?



# Poll: What is your current level of connection to your work?

1. Living the dream, I feel very connected to the work I'm doing
2. It's a roller-coaster from 1 day to the next
3. I'm lucky, more good days than bad
4. Unfortunately, more bad days than good
5. Totally and completely disconnected



What we  
all agree on





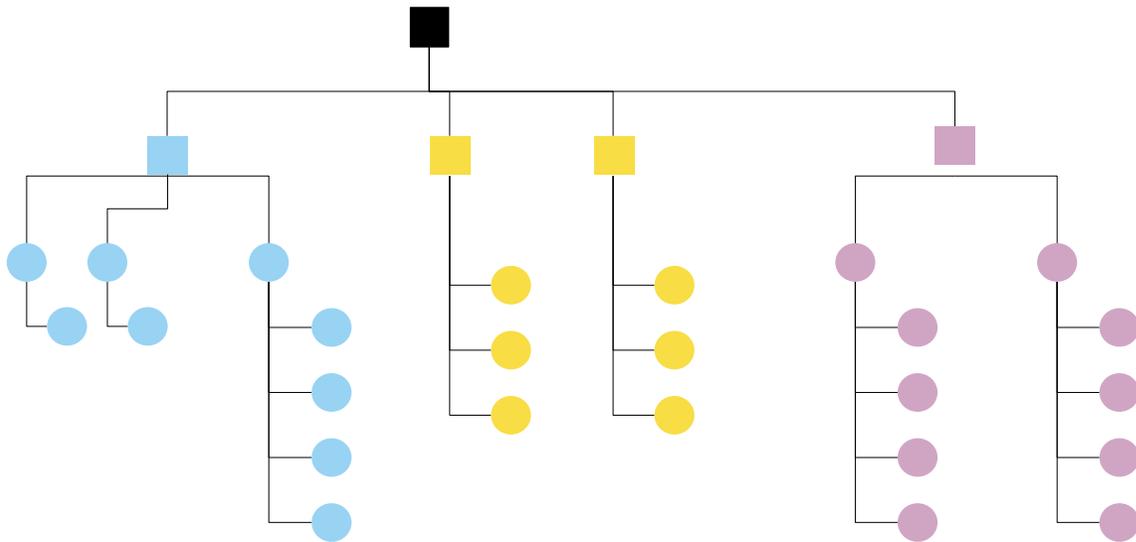
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The secret begins by  
mapping connectivity



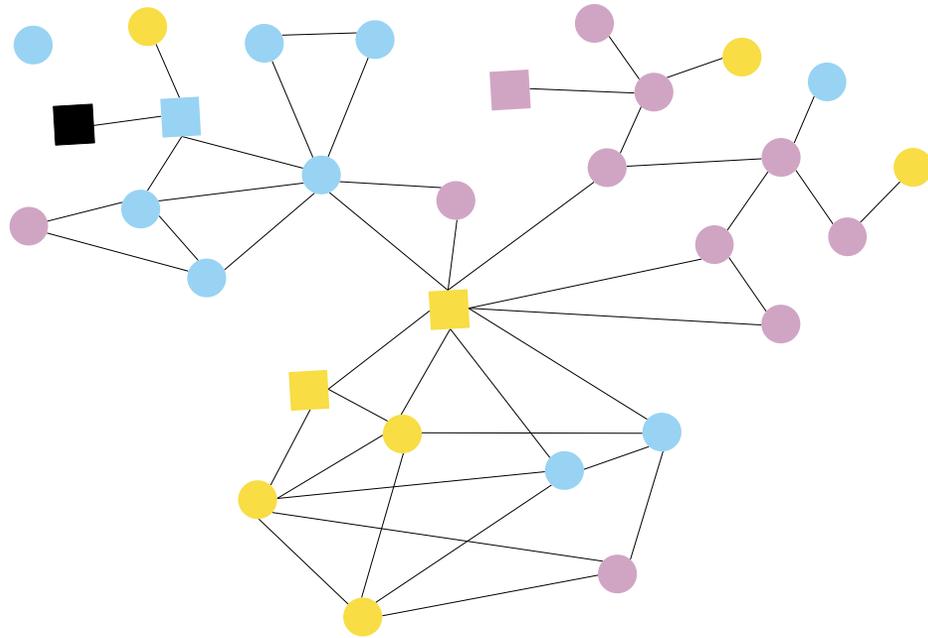
# What is traditionally visible

**THIS IS WHAT YOU KNOW**



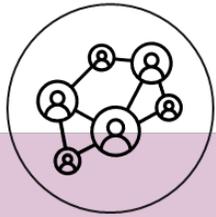
# But what about the invisible?

## WHAT YOU ACTUALLY NEED TO KNOW



# The invisible impacts everything

## FROM CONNECTION TO TRUE COLLABORATION



PURPOSEFUL  
INTERACTIONS



BUILD  
BELONGING



EVOLVE  
EMPLOYEE  
EXPERIENCES



ALIGN  
LEADERSHIP



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# Purposeful interactions



**Poll:** How much do you  
successfully collaborate at work?



# Poll: How much do you successfully collaborate at work?

1. Perfect amount, all the collaboration I take part in has a purpose
2. Too little, I would like to collaborate more with my colleagues
3. Too much, I spend way too much time on ineffective collaboration
4. Combo: too little VALUABLE collaboration and too much UNNECESSARY collaboration



# Engineering the right collaboration between the right people

- Identify the risks
- Strengthen the networks
- Define the purpose



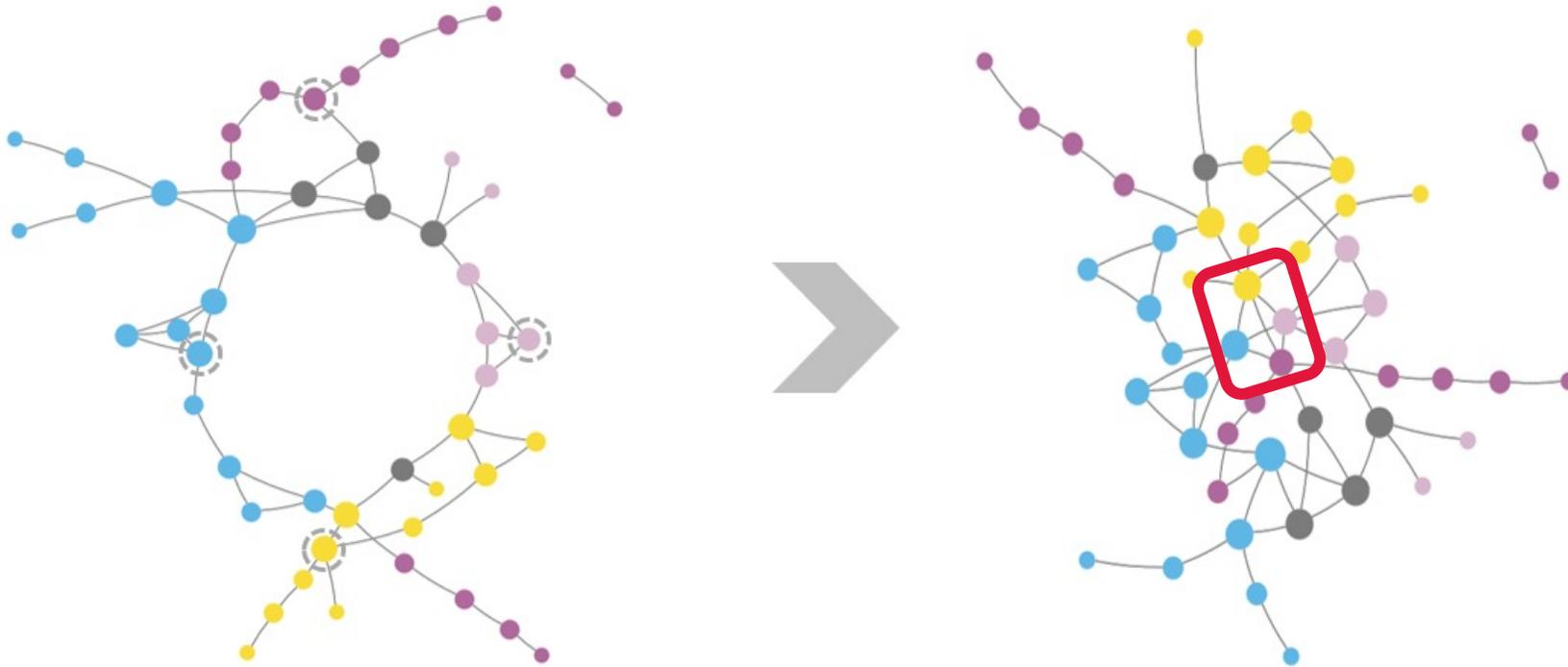
IDENTIFY THE RISKS IN YOUR NETWORK

How many people could be run over by a bus before the network falls apart?



STRENGTHEN THE NETWORKS

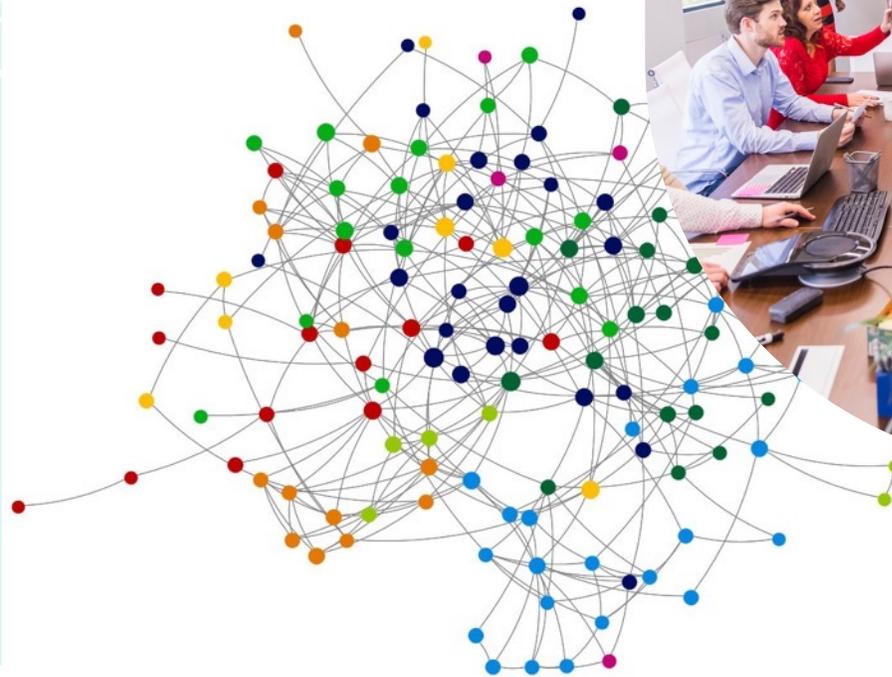
# Build the right bridges!



DEFINE THE PURPOSE

*Who* needs to collaborate  
with *Who?* And *why?*

?



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# Building belonging



# Codifying human experience factors



# Giving them what they need...



# Giving them what they *really* need...



**SEARCHERS**

Continually looking for something new



**PACESETTERS**

See a clear path to success



**STRADDLERS**

Wanting more positive balance



# Giving them what they *really* need...



**SEARCHERS**



**PACESETTERS**



**STRADDLERS**

Continually looking for something new

See a clear path to success

Wanting more positive balance

WANTS & NEEDS

Clarity

JOYS & MOTIVATORS

Sense-making  
Recognition

FEARS & HURDLES

Does anyone care?

RELEVANT SAFETY TYPE

Belonging



# Giving them what they *really* need...



**SEARCHERS**



**PACESETTERS**



**STRADDLERS**

Continually looking for something new

See a clear path to success

Wanting more positive balance

|                      |                             |
|----------------------|-----------------------------|
| WANTS & NEEDS        | Clarity                     |
| JOYS & MOTIVATORS    | Sense-making<br>Recognition |
| FEARS & HURDLES      | Does anyone care?           |
| RELEVANT SAFETY TYPE | Belonging                   |

|                      |  |
|----------------------|--|
| WANTS & NEEDS        | Reinforcement and support                    |
| JOYS & MOTIVATORS    | Visible impacts<br>Recognition               |
| FEARS & HURDLES      | Unplanned issues<br>Applying lessons learned |
| RELEVANT SAFETY TYPE | Freedom (in the framework)                   |

|                      |   |
|----------------------|---|
| WANTS & NEEDS        | Consistency                               |
| JOYS & MOTIVATORS    | Connectivity<br>Recognition               |
| FEARS & HURDLES      | Lack of coordination<br>Overflowing tasks |
| RELEVANT SAFETY TYPE | Inclusion                                 |





TECH NEEDS AND HUMAN NEEDS ARE NOT SEPARATE

# We believe **digital** is **Human**.

People who work at companies they describe as technology innovators see higher employee experience scores on all dimensions.

1.5x  
scores on  
**productivity**

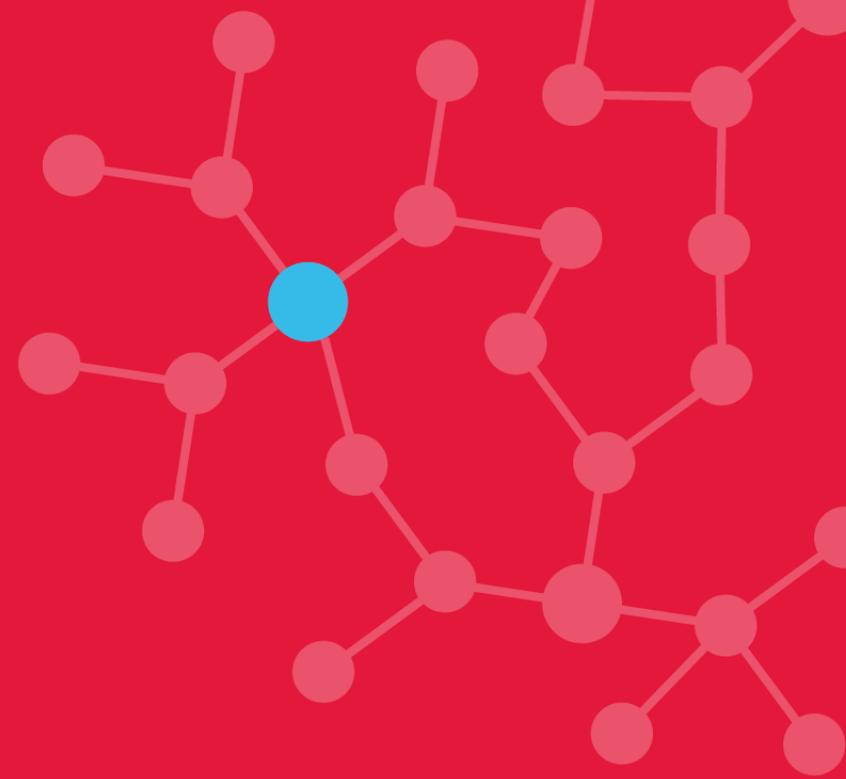
2x  
scores on  
sense of  
belonging

2.5x  
scores on  
overall  
satisfaction

SOURCE: Imperative

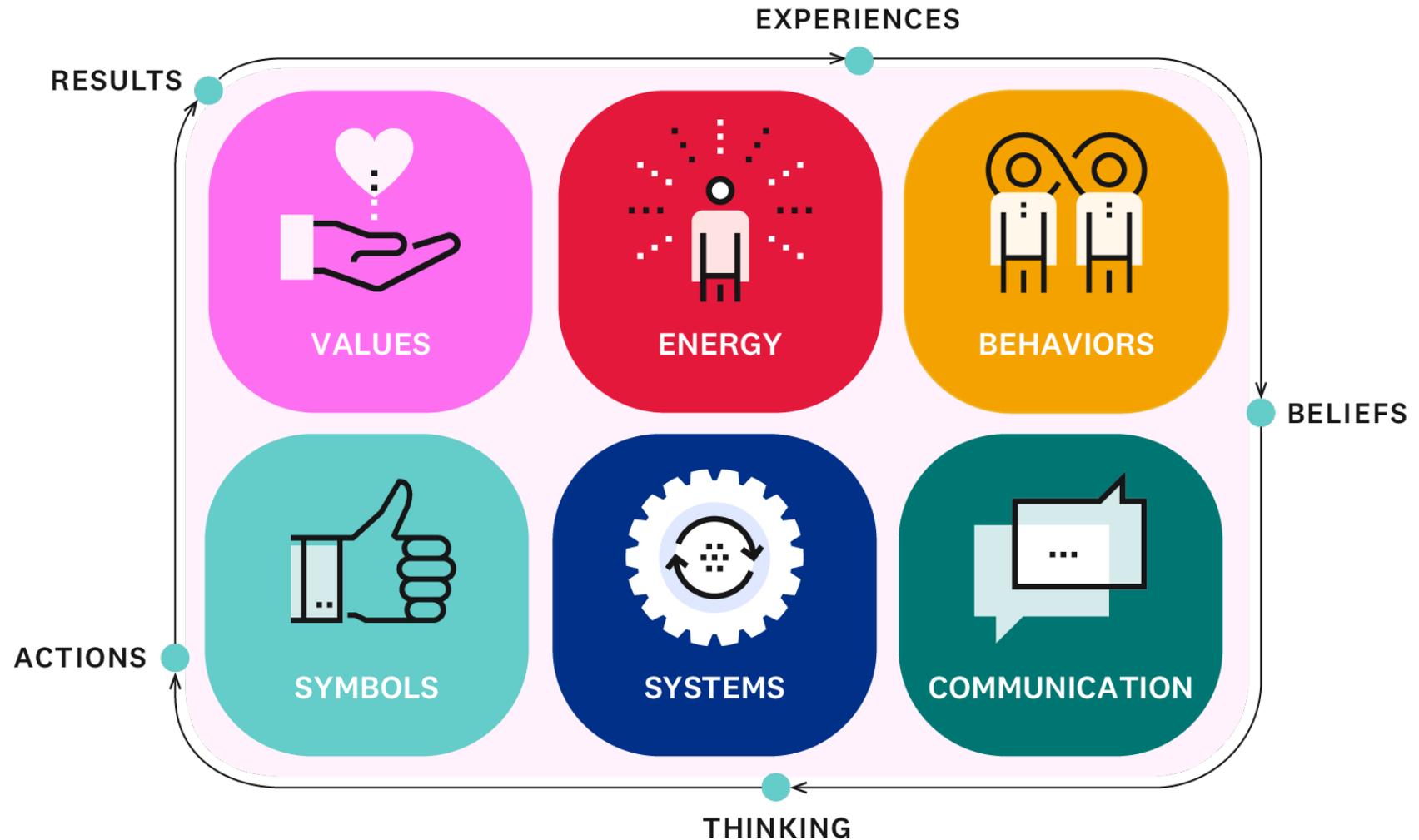
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Create a new employee  
experience



ORGANIZATIONAL EFFECTIVENESS

It starts with a holistic, human approach

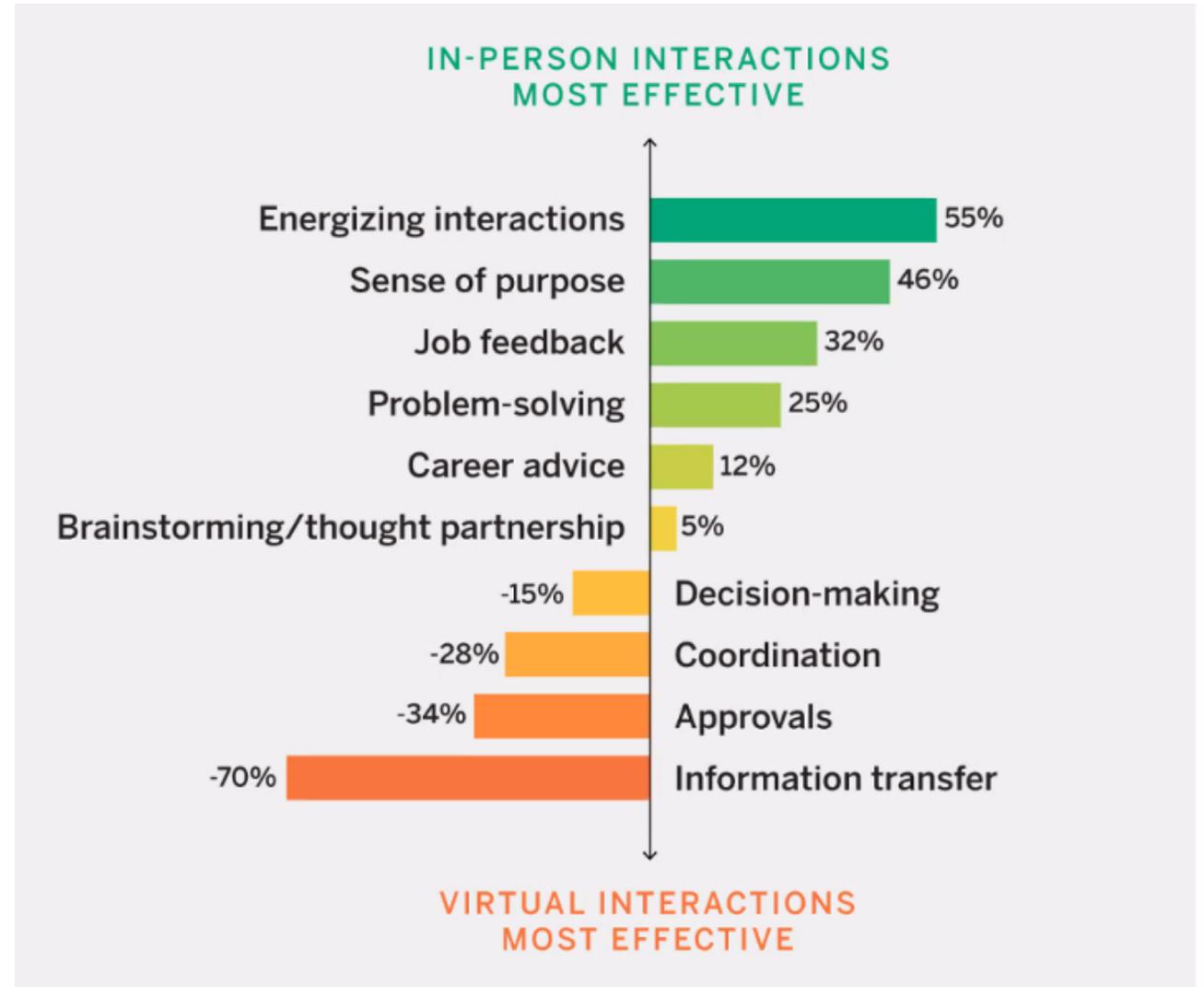


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# What's happened since COVID-19?

Energizing connections are still suffering



# What's happened since COVID-19?

Energizing connections are still suffering

- Employees who feel connected are **50%** more likely to report being engaged at work
- Employees who lack any energizing relationships at work are **90%** more likely to leave

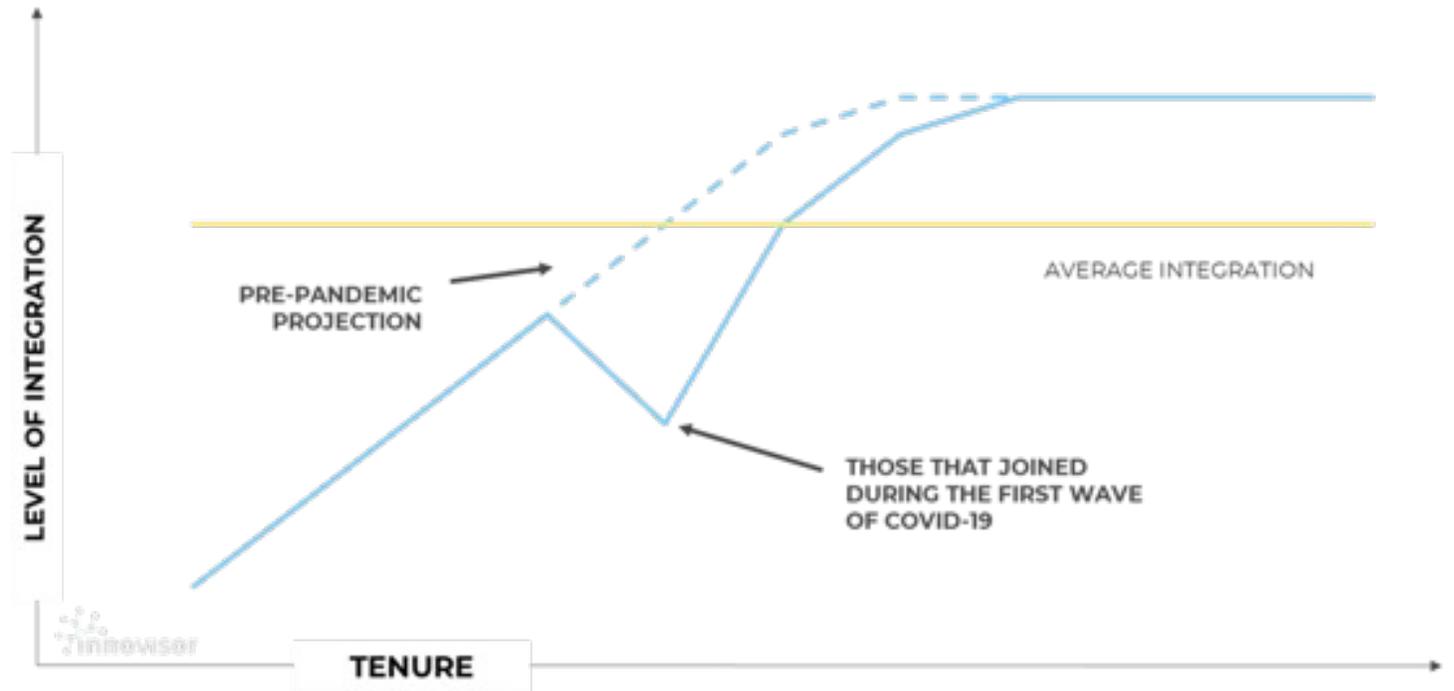
**30%**  
of the energizing relationships at work have been lost

**22%**  
of people lack any energizing relationships at work

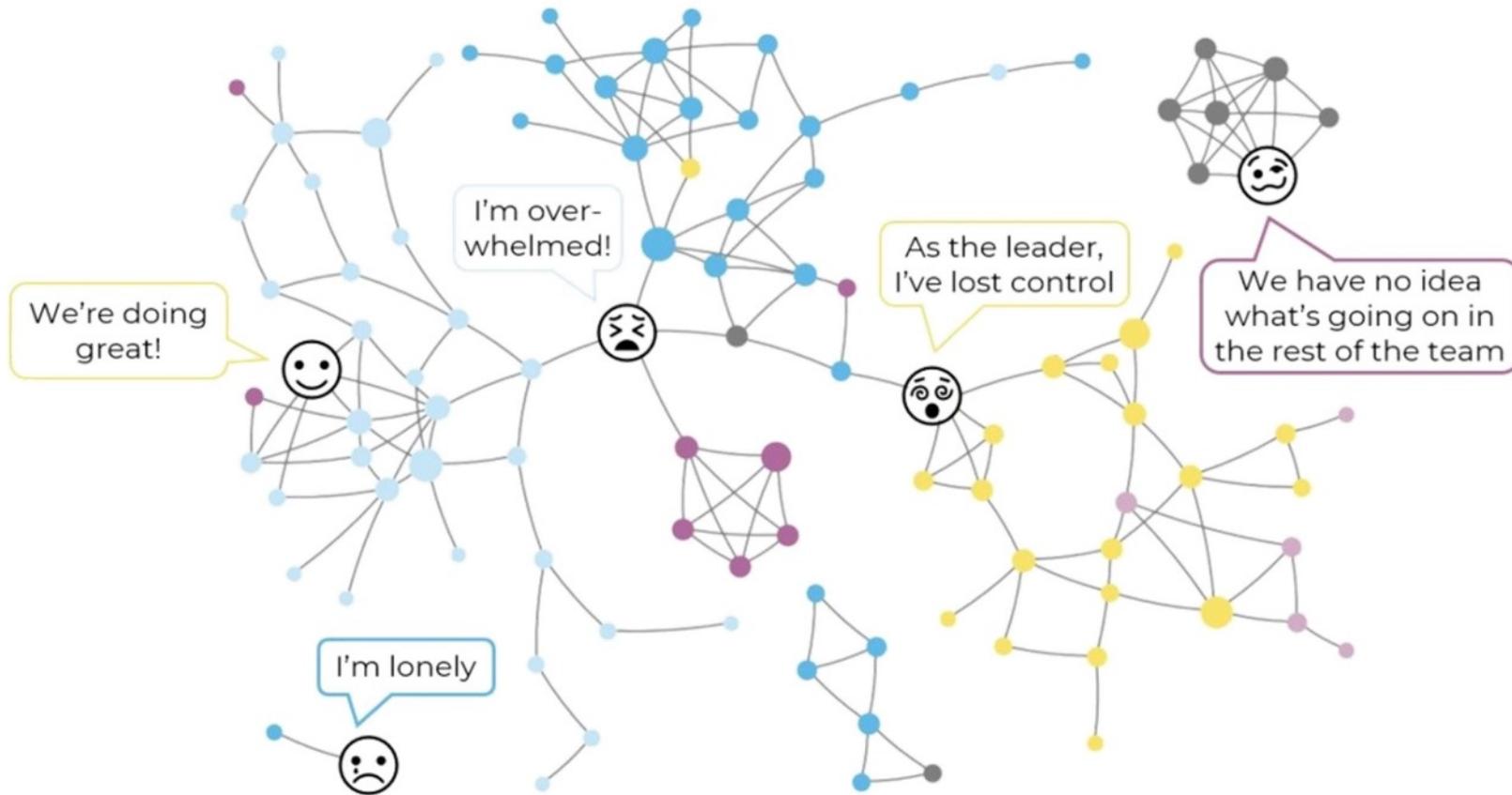




# The 'Lost Generation' of the pandemic



# Check in with your people – *All of them*



# To Recap:

1 Make the invisible, visible: identify and activate networks

2 Infuse interactions with purpose and intentionality

3 Build belonging and support by focusing on each person's needs



# Q&A

Gagen  
MacDonald,



NEXT UP!

Webinar 3:  
Apply to growth  
imperatives / M&A

NOVEMBER 14<sup>TH</sup>

Culture & M&A



Hillary Goodman  
Managing Director,  
Gagen MacDonald



Jeppe Vilstrup Hansgaard  
CEO,  
Innovisor



# Thank you!

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