



# 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

**Gagen  
MacDonald,**







REALITY

What was once the  
solution, is now  
the battleground



Goldman  
Sachs

The Washington Post



TESLA

Google



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



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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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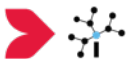
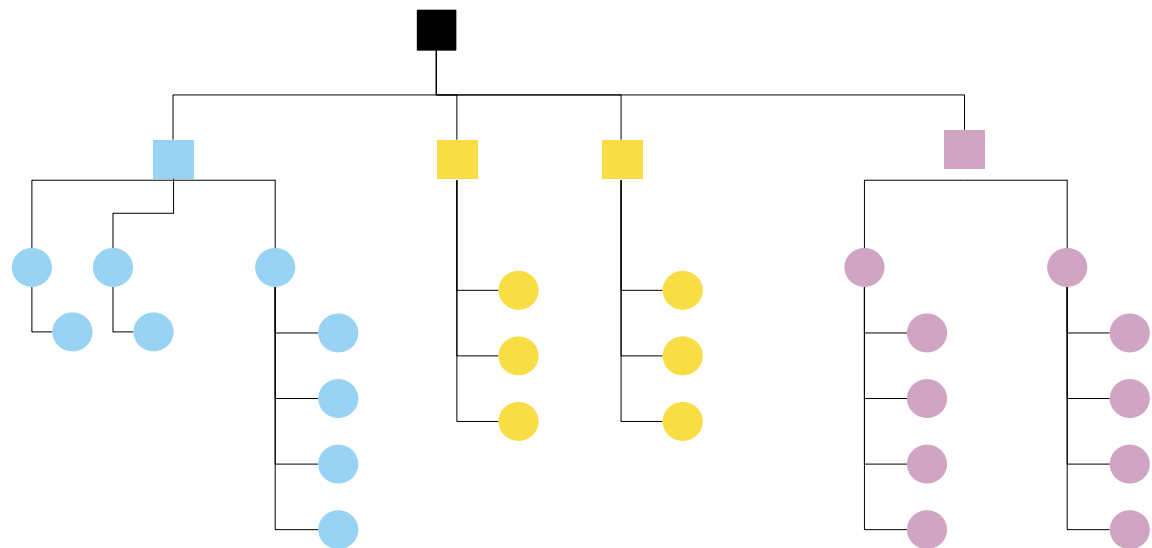
The secret begins by  
mapping connectivity





# What is traditionally visible

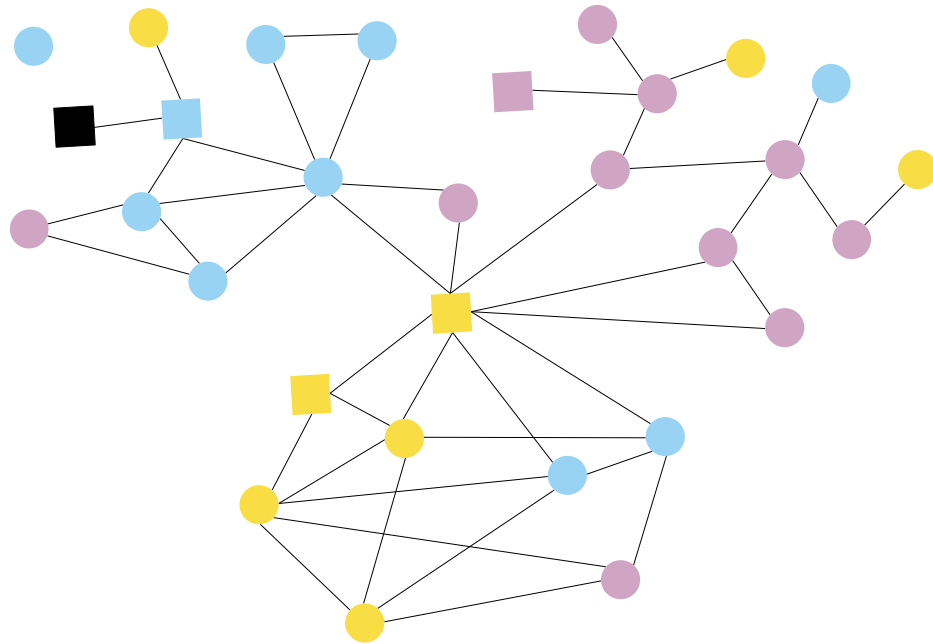
THIS IS WHAT YOU KNOW





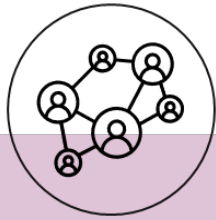
# But what about the invisible?

## WHAT YOU ACTUALLY NEED TO KNOW



# The invisible impacts everything

## FROM CONNECTION TO TRUE COLLABORATION



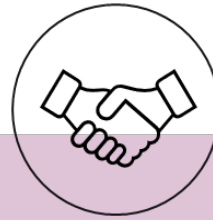
PURPOSEFUL  
INTERACTIONS



BUILD  
BELONGING



EVOLVE  
EMPLOYEE  
EXPERIENCES



ALIGN  
LEADERSHIP

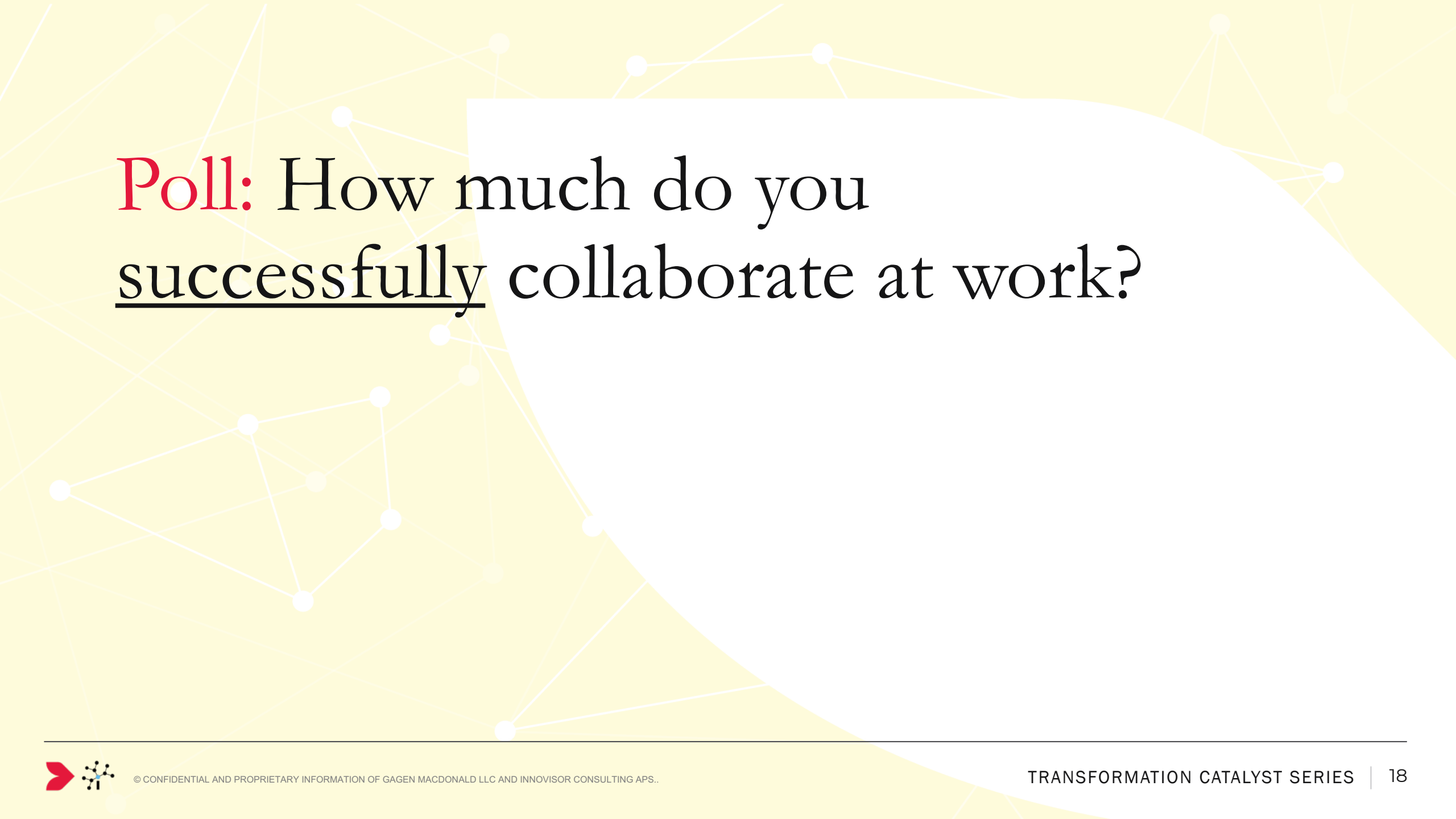


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# Purposeful interactions







**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





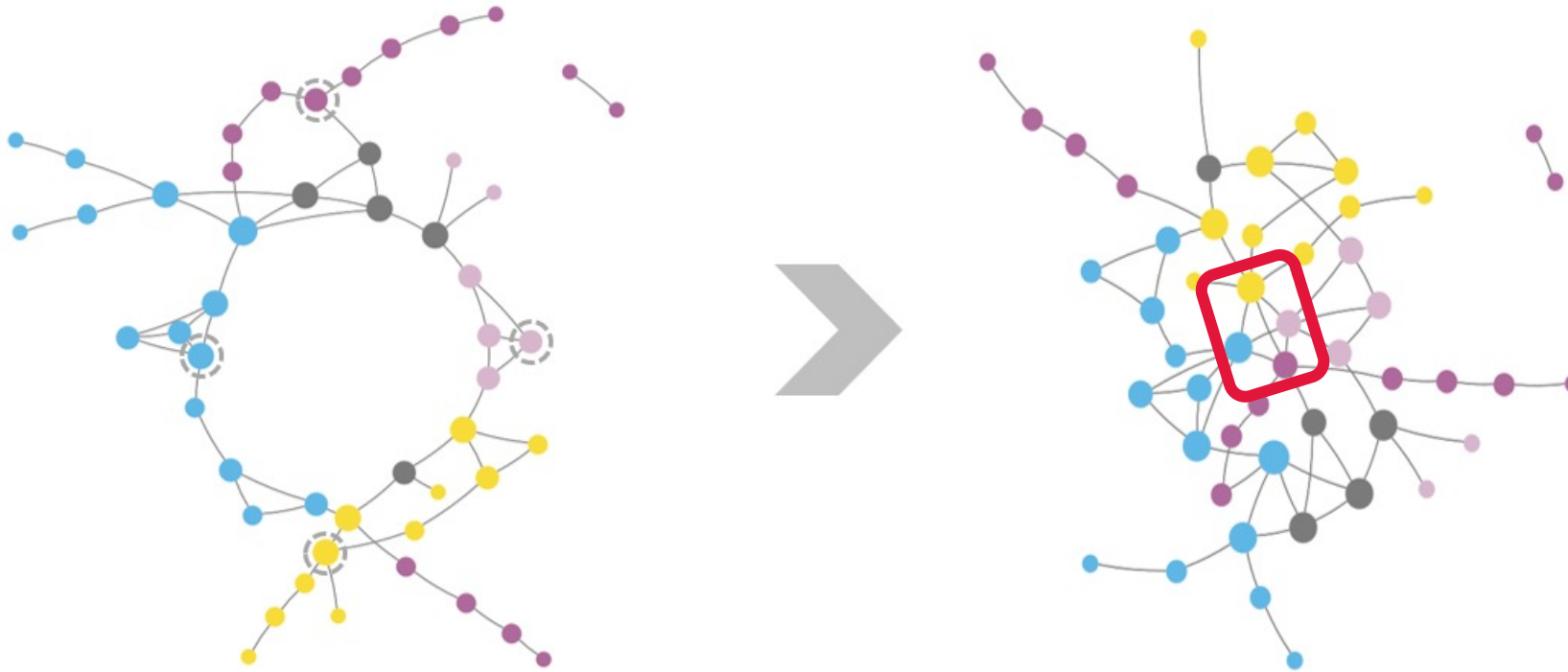
IDENTIFY THE RISKS IN YOUR NETWORK

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**

Continually looking for something new

WANTS & NEEDS

Clarity

JOYS & MOTIVATORS

Sense-making  
Recognition

FEARS & HURDLES

Does anyone care?

RELEVANT SAFETY TYPE

Belonging



**PACESETTERS**

See a clear path to success



**STRADDLERS**

Wanting more positive balance



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



**SEARCHERS**

Continually looking for something new

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



**PACESETTERS**

See a clear path to success

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



**STRADDLERS**

Wanting more positive balance

WANTS & NEEDS	Consistency
JOYS & MOTIVATORS	Connectivity Recognition
FEARS & HURDLES	Lack of coordination 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

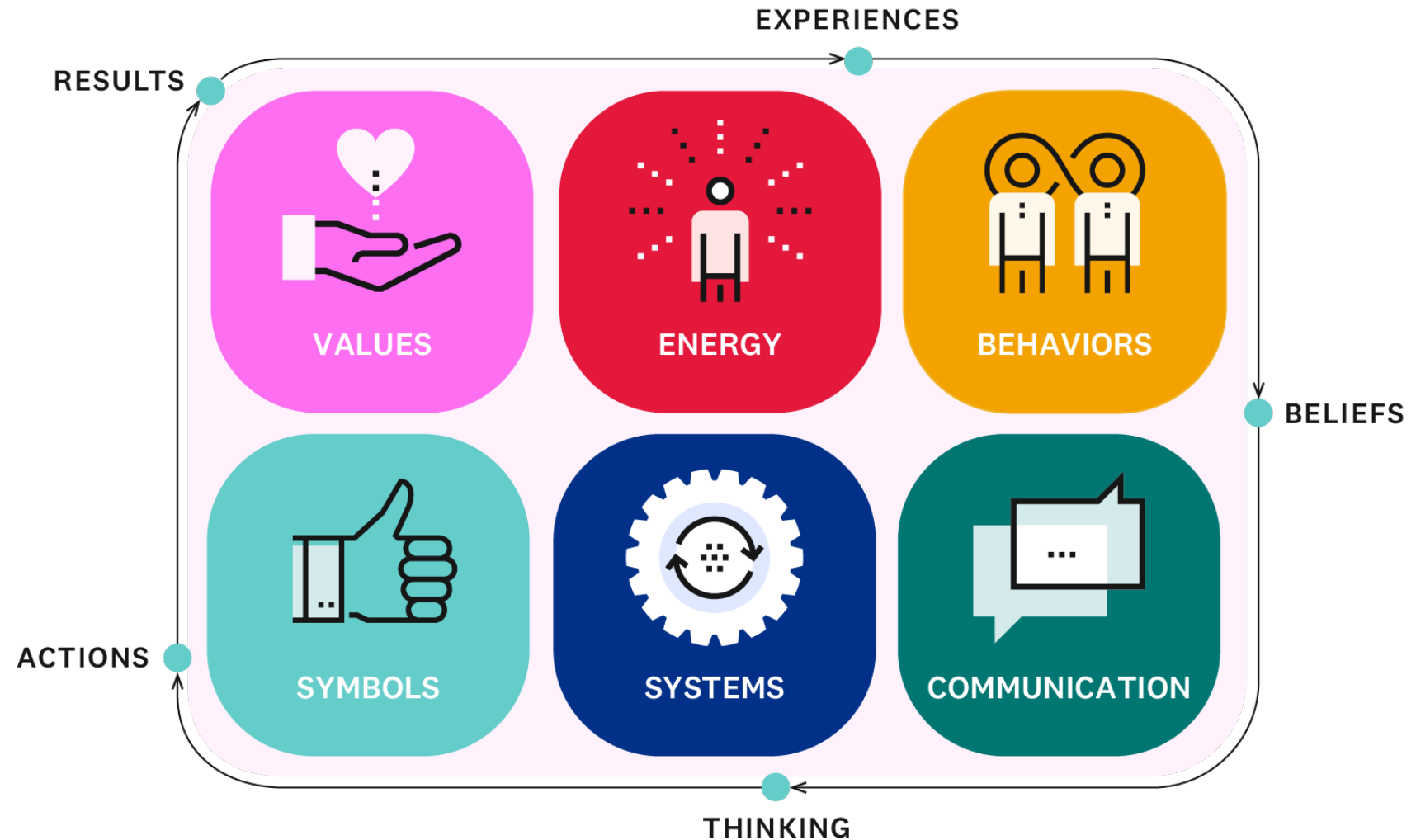
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Create a new employee  
experience



ORGANIZATIONAL EFFECTIVENESS

It starts with a  
holistic, human  
approach



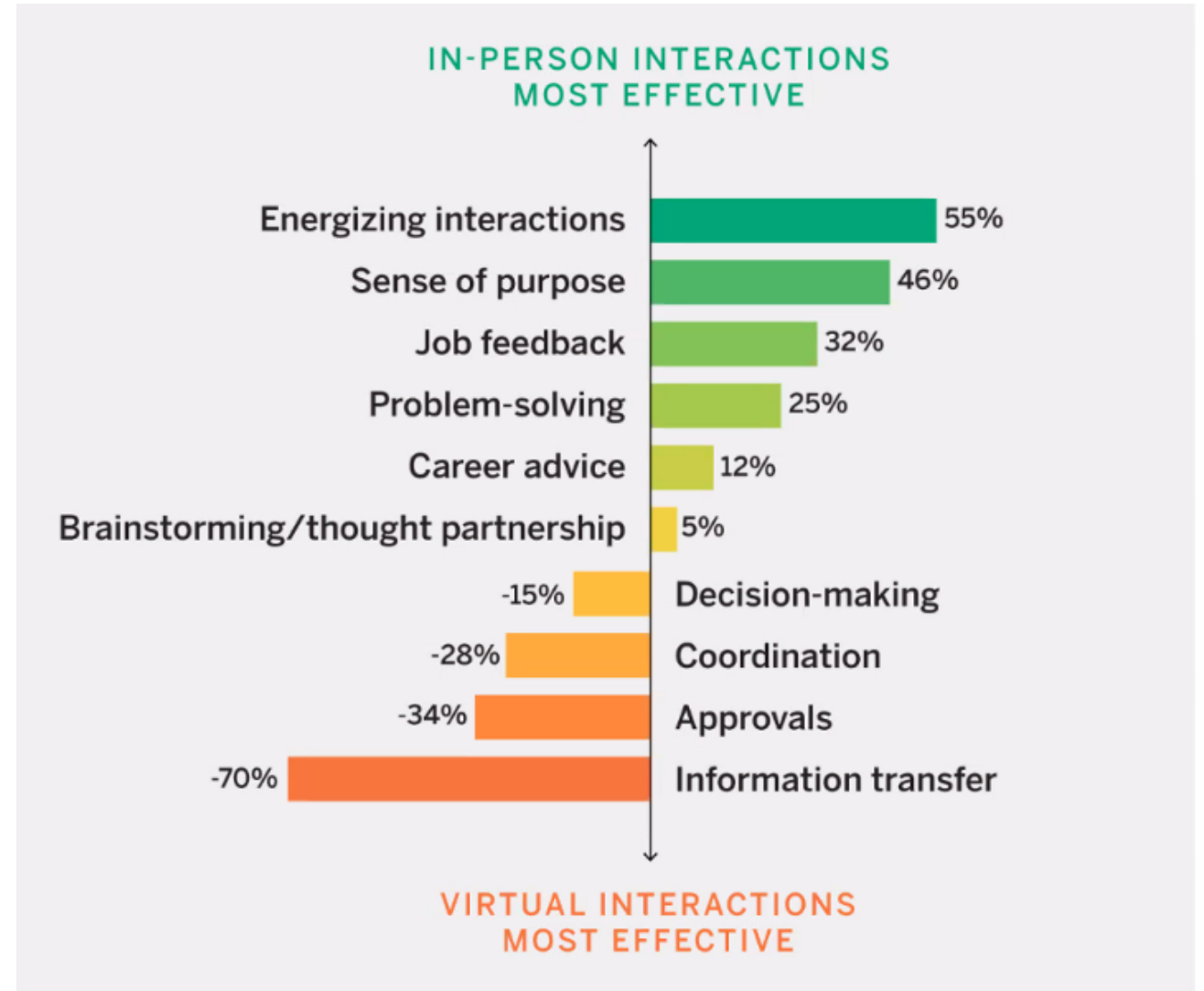
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# What's happened since COVID-19?

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



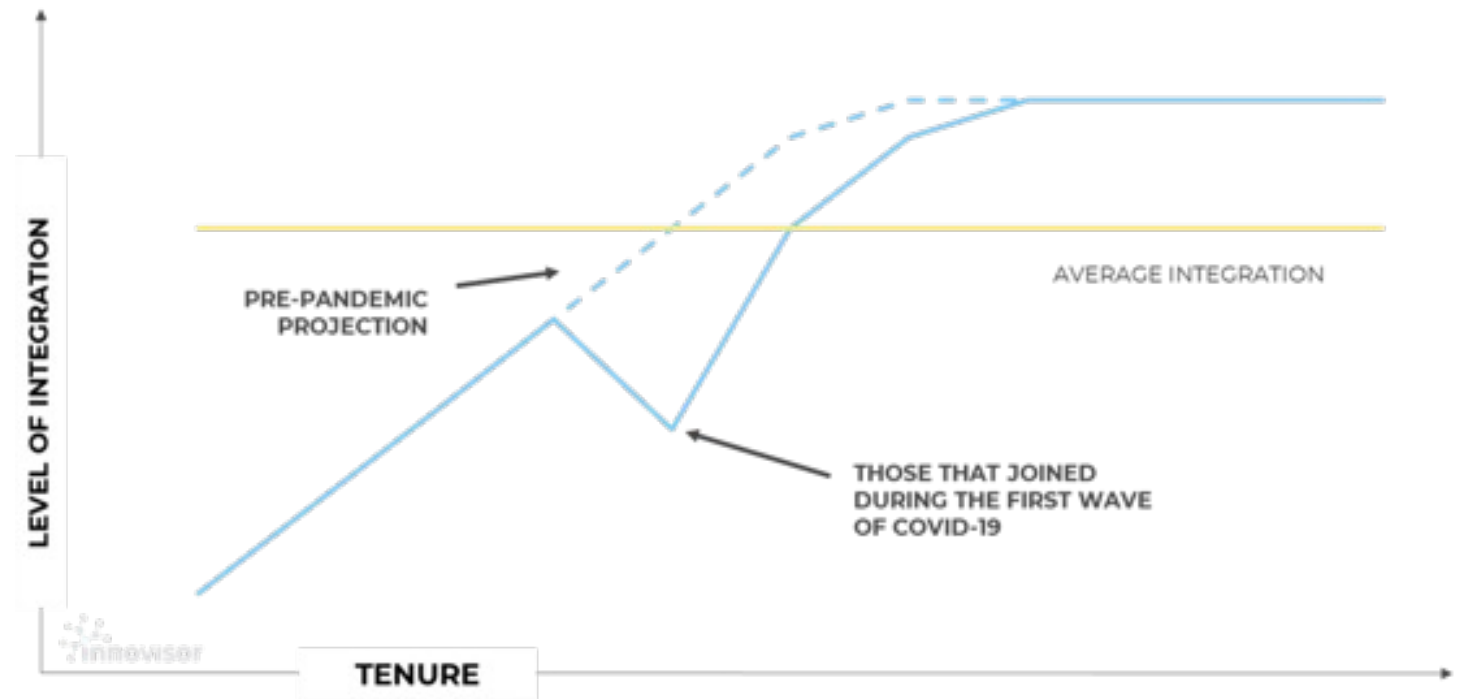
Innovisor, McKinsey & Company



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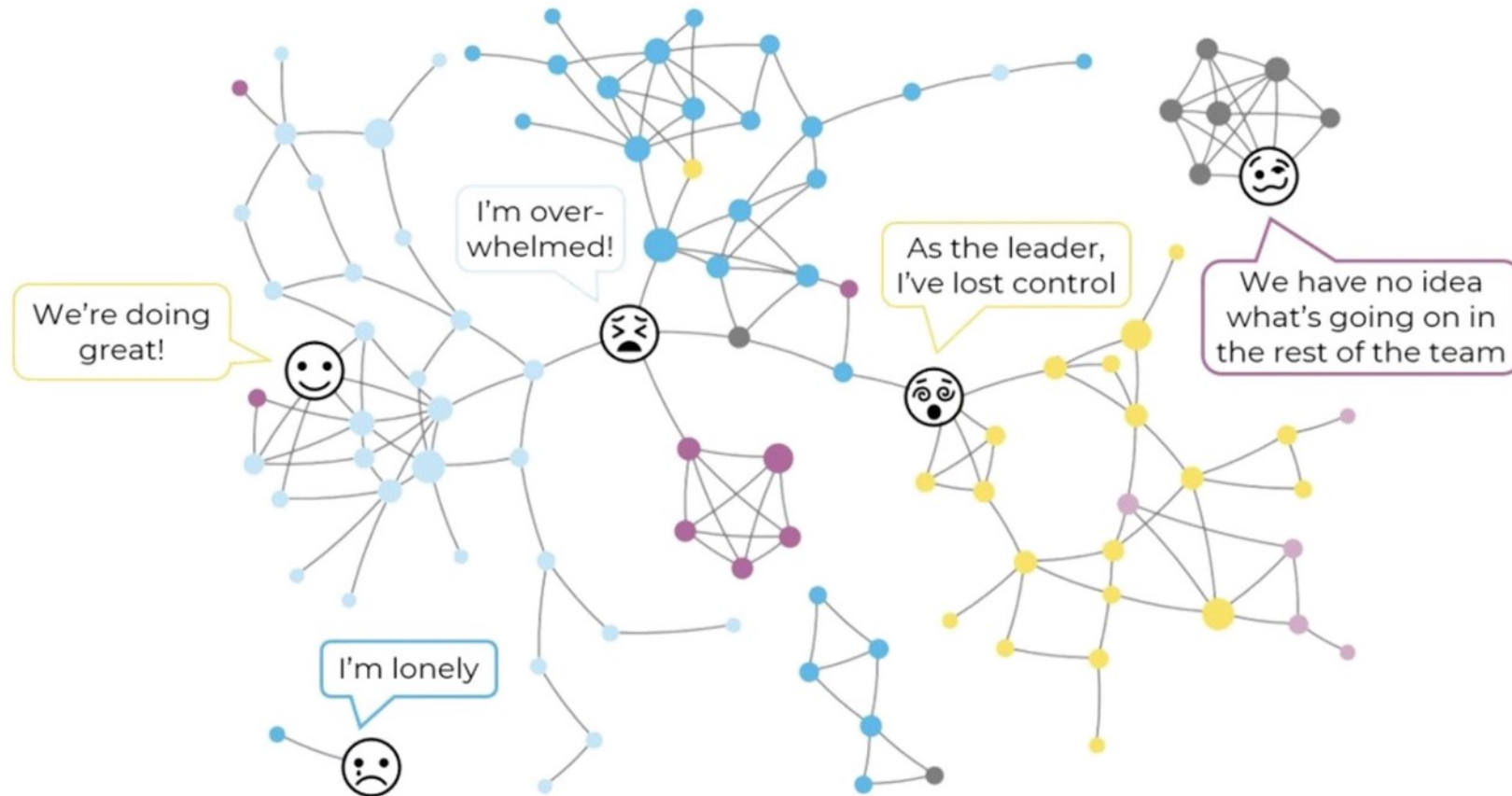


# The 'Lost Generation' of the pandemic





# 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,  
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# Thank you!

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