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How to Become a Data-Centric Communications Pro and Get Smarter About Proving ROI

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Information Technology
@mrscer

PNNL-SA-126932

One of 17 U.S. Dept. of Energy National Labs

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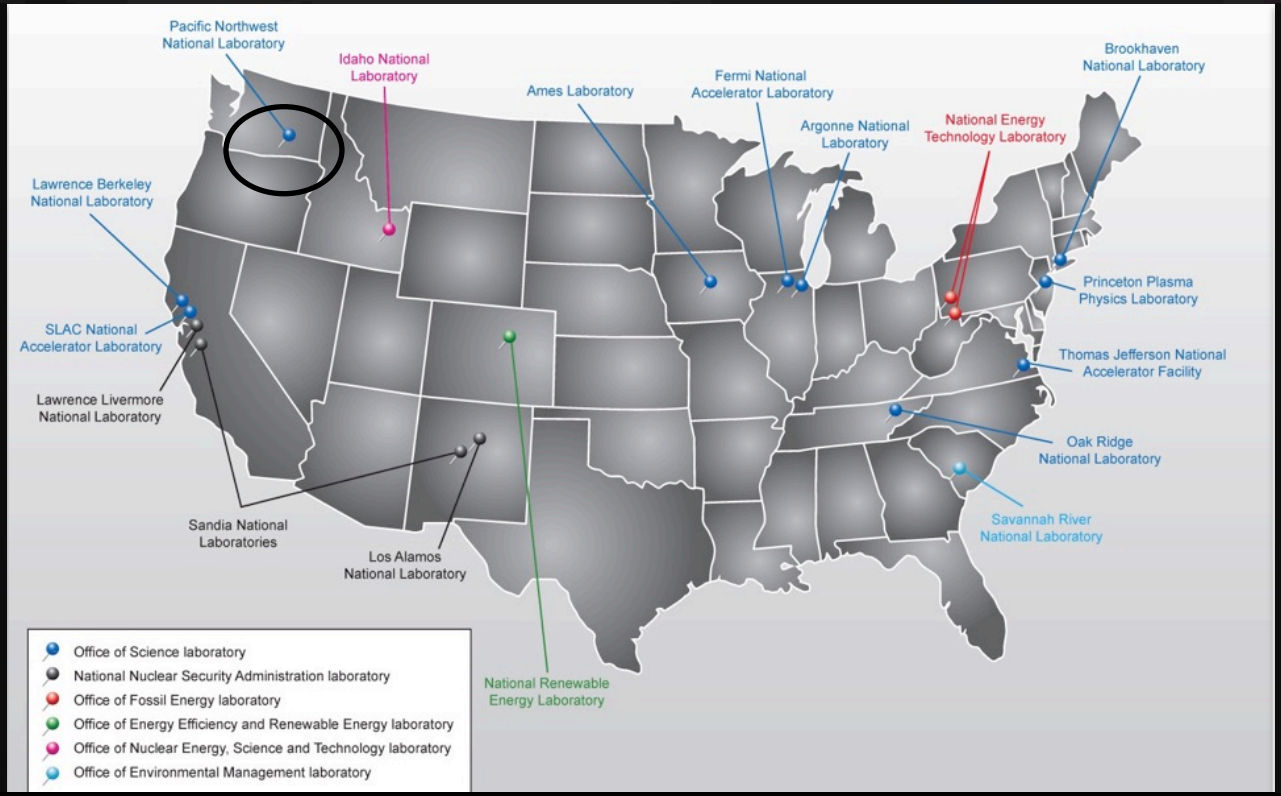

@mrscer @KevinKautzky #PRNews

Your "How To" List

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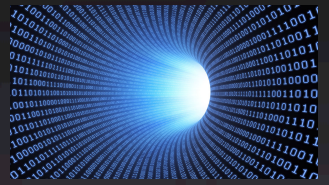
- **Develop shared priorities** and resources across communications and IT
- **Identify the critical tech and PR capabilities** that you really need to deliver communication and business priorities
- **Understand areas of vulnerability** in your tools and capabilities that you may not be thinking about
- **Think critically about your digital strategy** in strategic communications functions, looking at policy and governance needs in these areas
- **Take action and create the "A" team to engage and inform** the thinking of senior leaders on the design, use and implementation of communications and information technology in a digital world
- **Measure the results of your efforts to engage and inform** the thinking of senior leaders



We've always had a tech dependency...

Agile Approach

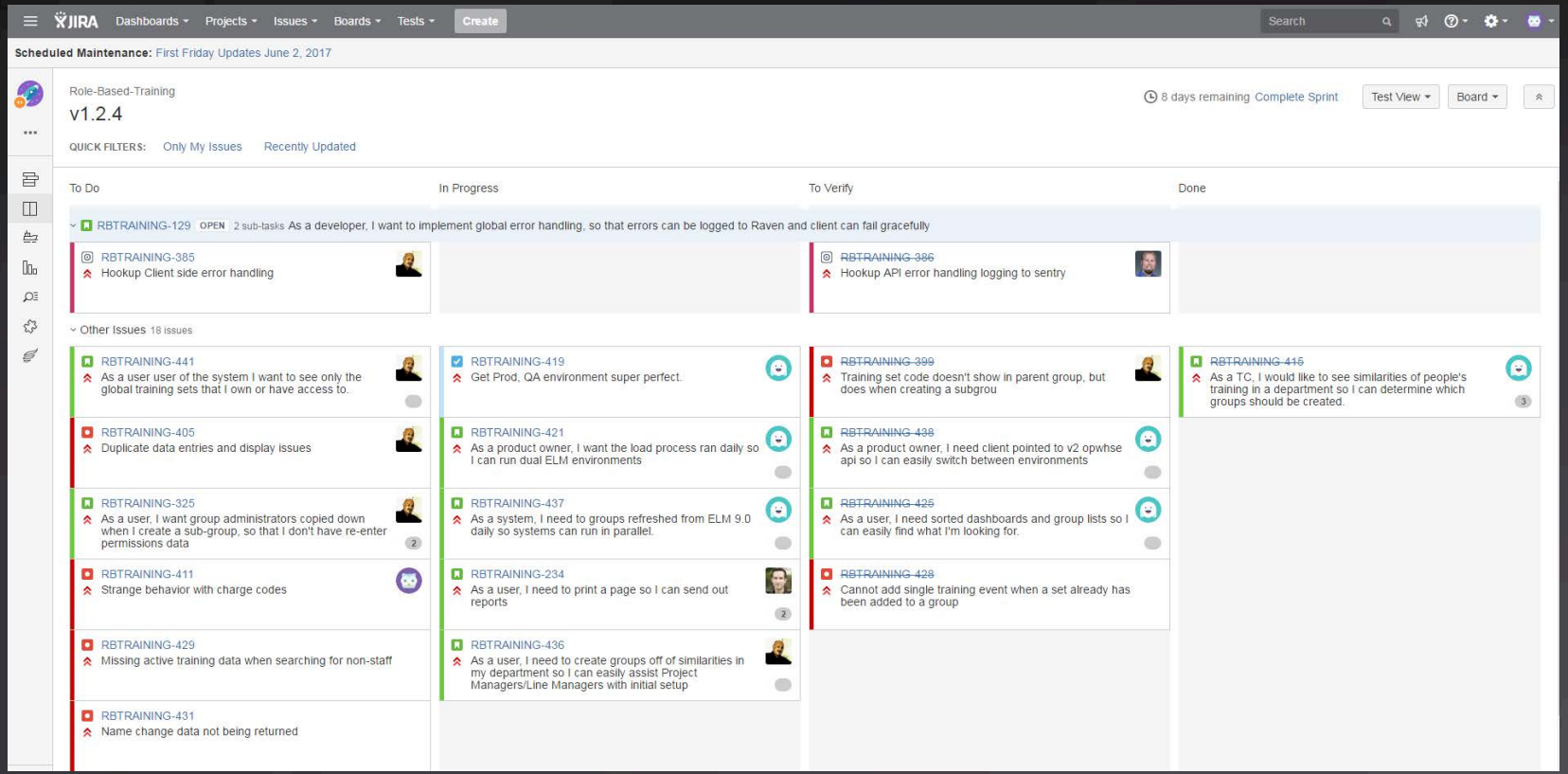
Agile Values

- Individuals & Interactions
- Working Software
- Customer Collaboration
- Responding to Change

Scrum

Scrumptious

Swim the Lanes



TFW… you are Patient Zero

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Dear Cyber Security Director,

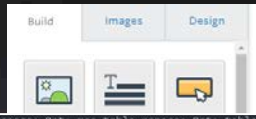
Apparently folks at PNNL (Communications, Property, or IT? not sure who exactly) are using an email marketing company "Constant Contact" for this Wall-to-Wall Inventory campaign.

This email looks completely legit (and is), yet when you hover over the link it looks "scary" at best and certainly doesn't point to anywhere within PNNL (though it does redirect to assets.pnl.gov).

The concern is this seems to go against what we're trying to teach users about clicking "strange" links.

Who should we talk to about…

GUI What?

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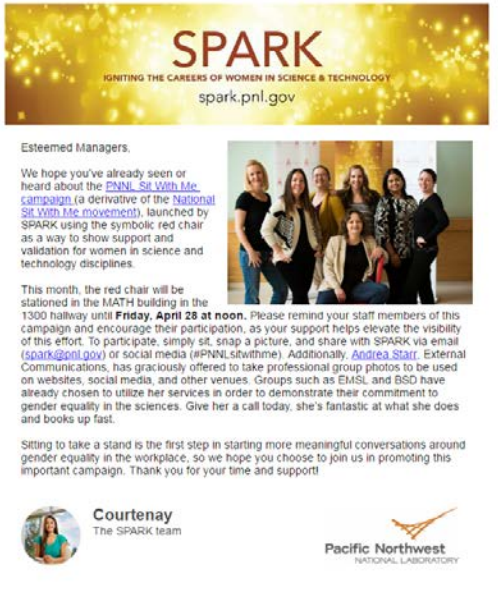
<div style=";">
<div style=";">
<div style=";">Esteemed Managers, <span></span>
 
</div><div style=";"><br></div><div style=";">
We hope you've already seen or heard about the PNNL Sit With Me campaign (a derivative of the
<a href="http://dev.sitwithme.org/why/" style="color: rgb(31, 27, 245);">National
Sit With Me movement</a>), launched by SPARK as a way to show support and validation for women
in science and technology disciplines. <span></span>
 
</div><div style=";"><br></div><div style=";">This month, the red chair will be stationed in the MATH building
in the 1300 hallway until <b>Friday, April 28 at noon. </b>Please remind your staff members of
this campaign and encourage their participation, as we your support helps elevate the visibility of this campaign. To participate, simply sit, snap a
picture, and share with SPARK via email (<a href="mailto:spark@pnl.gov" style="color: rgb(31, 27, 245);">spark@pnl.gov</a>) or
social media (#PNNLsitwithme). Additionally, <a href="mailto:andrea.starr@pnnl.gov" style="color: rgb(31, 27, 245);">Andrea Starr</a><span style="color: #1f18f5;">,</
Communications, has graciously offered to take professional group
```



Communications and IT Synergy!

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Live Events

Webinars

Approval System

Apps

"By 2017, the CMO will spend more on IT than the CIO"
- Gartner

Website

Tracking

Auto Messages

Customer Support

- **Develop shared priorities**
- **Develop a Dream Team**

Move from ticket takers to difference makers

Building the Dream Team

✓ **Do** – Engage early in your planning

✓ **Do** – Be clear what support you need

✓ **Do** – Return and report

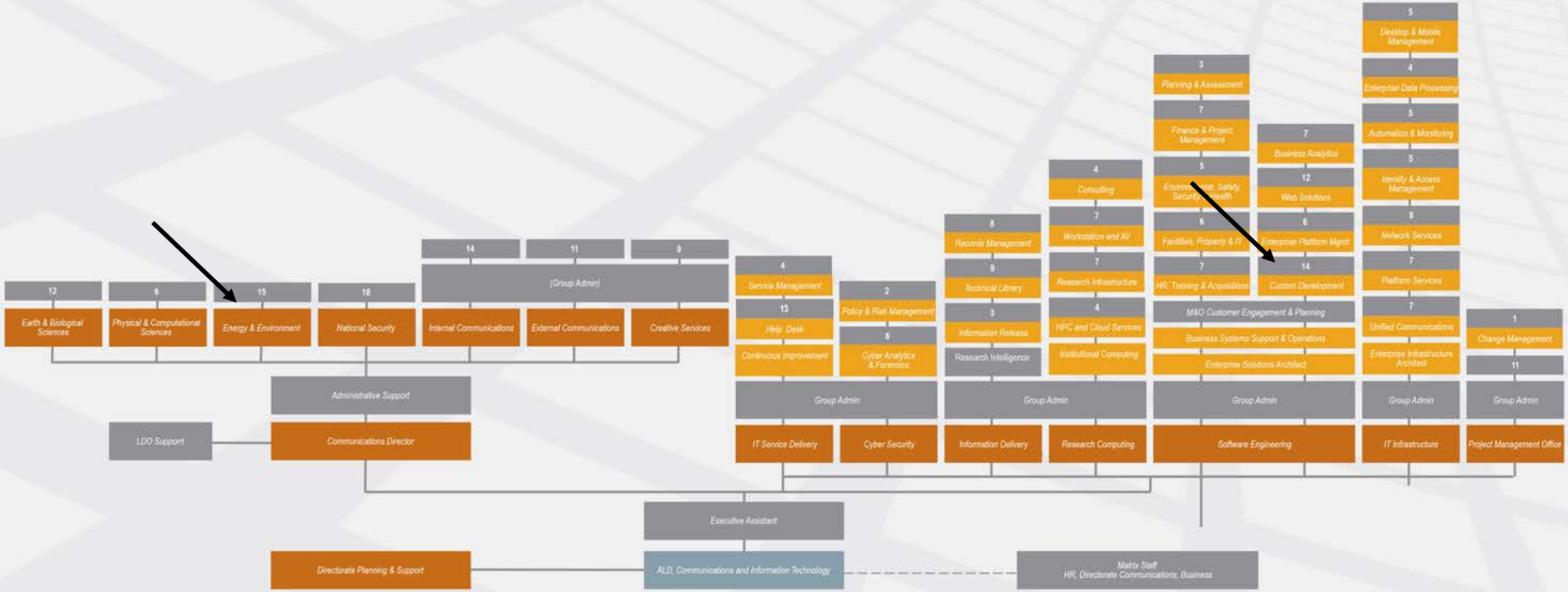
x **Don't** – Assume they're waiting on your call

x **Don't** – Bring landline questions to smartphone discussion

x **Don't** – Limit yourself to what the org chart tells you

COMMUNICATIONS & IT ORG CHART

Communications and IT Directorate



Broaden Your Gaze

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- ✓ **PR News**
- ✓ CMS Wire
- ✓ Harvard Business Review (HBR)
- ✓ Corporate Executive Board (CEB)

PRNews Pro
The How-To Resource for Communicators

October 10, 2016
Issue 39
prnewsonline.com

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#FinBanNow

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SOCIAL MEDIA

Measuring Snapchat: Scanning the Possibilities While Hoping an IPO Leads to Robust Metrics

Last week, in the first part of this two-part story about Snapchat content and measurement, we asked if you accidentally typed "Googles" when you meant to type "goggles" while searching for Snapchat's new sunglasses. We noted how it was more Freudian slip than a typo. **Snap Inc.**, as **Ogilvy's** managing director of content and social for North America Kathy Baird points out in our Oct. 3 edition, was attempting to morph into a big company, offering a variety of apps and products. "It seems Snapchat wants to dominate...to be in a league with other platforms...that's why it's offering new products and features and changing the company name."

Developments at our press time illustrate Baird's prescience. Media reports Oct. 6 had Snap Inc. preparing for a high-profile IPO, valuing itself at $25 billion or more. While the *Wall St. Journal's* story failed to name its sources, it's interesting that the Snapchat app is notable for embodying the

Continued on page 3

IMAGE PATROL

BY KATIE PAINE, CEO, PAINE PUBLISHING

Report Card: How Are Wells Fargo, Samsung Managing Crises of Culture?

In terms of the rules of crisis communications, **Wells Fargo** and **Samsung** have been following all of them, although sometimes they've moved slowly. Still, both brands issued apologies, took action, offered compensation—and nothing has worked. The problem in these cases is that no amount of abject apologies can make up for a lack of ethics and an oversabundance of bad choices. In other words, both brands primarily are facing crises of culture, not communications.

SAMSUNG

It isn't hard to imagine the conversation in the boardrooms at Samsung when board members heard that the highly anticipated **Apple** iPhone 7 wasn't as exciting as people expected it to be. They quickly chose to capitalize on the opportunity and rush the new Note 7 phone to market in advance of the iPhone launch.

The design and production folks probably said something along the lines of, "That's three months ahead of schedule. We can't do that!" And someone higher up the ladder said something like, "That's your problem to solve. Make it happen."

Regardless of who said what, the competitive ethos of the company ruled the day: The Note 7 was rushed to market.

Continued on page 4

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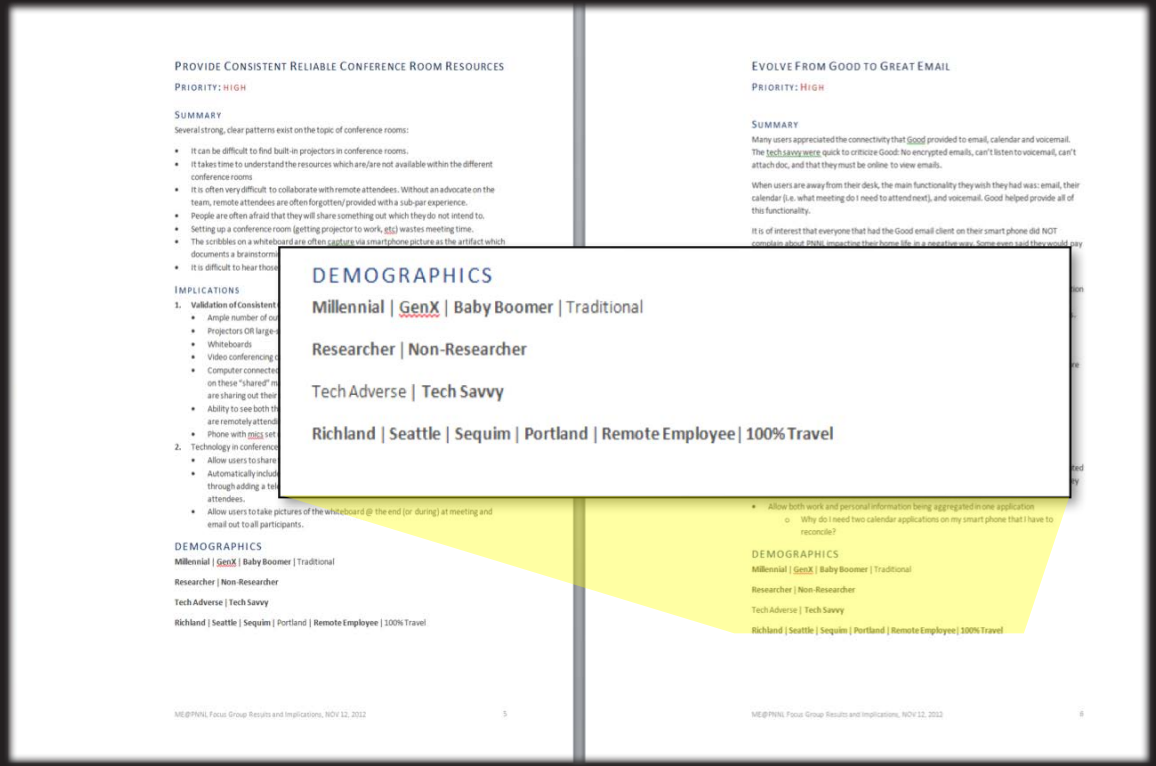
- Really ask users what they want
- Obsess on the user experience
- Keep it absolutely simple
- Make it personal
- Say it seven times, seven ways

A philosophy we started with

CONNECTED @ PNNL



PROVIDE CONSISTENT RELIABLE CONFERENCE ROOM RESOURCES

PRIORITY: HIGH

SUMMARY

Several strong, clear patterns exist on the topic of conference rooms:

- It can be difficult to find built-in projectors in conference rooms.
- It takes time to understand the resources which are/are not available within the different conference rooms
- It is often very difficult to collaborate with remote attendees. Without an advocate on the team, remote attendees are often forgotten/ provided with a sub-par experience.
- People are often afraid that they will share something out which they do not intend to.
- Setting up a conference room (getting projector to work, etc) wastes meeting time.
- The scribbles on a whiteboard are often capture via smartphone picture as the artifact which documents a brainstorm
- It is difficult to hear those

IMPLICATIONS

1. Validation of Consistent
   - Ample number of ou
   - Projectors OR large-
   - Whiteboards
   - Video conferencing
   - Computer connecte on these "shared" m are sharing out their
   - Ability to see both th are remotely attendi
   - Phone with mics set
2. Technology in conference
   - Allow users to share
   - Automatically includ through adding a tel attendees.
   - Allow users to take pictures of the whiteboard @ the end (or during) at meeting and email out to all participants.

DEMOGRAPHICS

Millennial | GenX | **Baby Boomer** | Traditional

Researcher | **Non-Researcher**

Tech Adverse | **Tech Savvy**

Richland | **Seattle** | **Sequim** | Portland | **Remote Employee** | 100% Travel

ME@PNNL Focus Group Results and Implications, NOV 12, 2012 5

EVOLVE FROM GOOD TO GREAT EMAIL

PRIORITY: HIGH

SUMMARY

Many users appreciated the connectivity that Good provided to email, calendar and voicemail. The tech savvy were quick to criticize Good: No encrypted emails, can't listen to voicemail, can't attach doc, and that they must be online to view emails.

When users are away from their desk, the main functionality they wish they had was: email, their calendar (i.e. what meeting do I need to attend next), and voicemail. Good helped provide all of this functionality.

It is of interest that everyone that had the Good email client on their smart phone did NOT complain about PNNL impacting their home life in a negative way. Some even said they would pay

- Allow both work and personal information being aggregated in one application
  - Why do I need two calendar applications on my smart phone that I have to reconcile?

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120+ folks engaged in an internal market study

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We've done the searching so you don't have to.

Overwhelmed with the thousands of app options for your mobile device? Try our PNNL Apps Store, we've selected the best from the internet, and built PNNL specific apps…just for you.

We're One Lab.

connected.pnl.gov

User Types
+
Creative Types
+
Technical Types
+
Empowerment
+
Focus
=
Something Powerful

CONNECTED at PNNL

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Connected@PNNL

Plug in. Power on. Get connected.

Our new conference rooms are designed for ease and collaboration. Plug in the equipment, turn it on and it works. No remotes.

Smart. Simple. Secure.

connected.pnl.gov

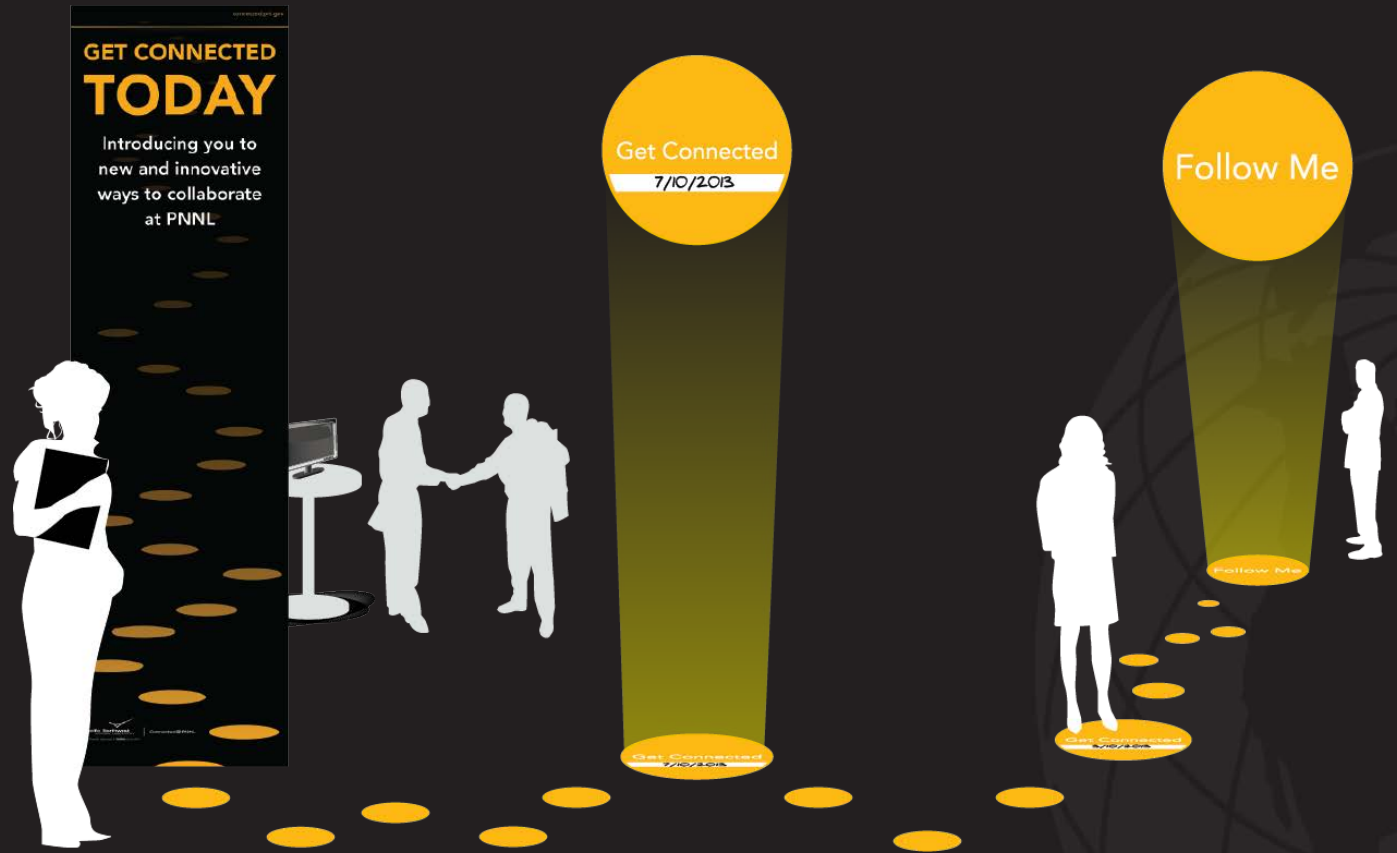
60+ Conference Rooms

Cleaned Up, Equipped & Ready to Collaborate

THE LAUNCH

up close & personal

CONNECTED @ PNNL



CONNECTED @ PNNL

Coming soon to a lobby near you

CONNECTED @ PNNL

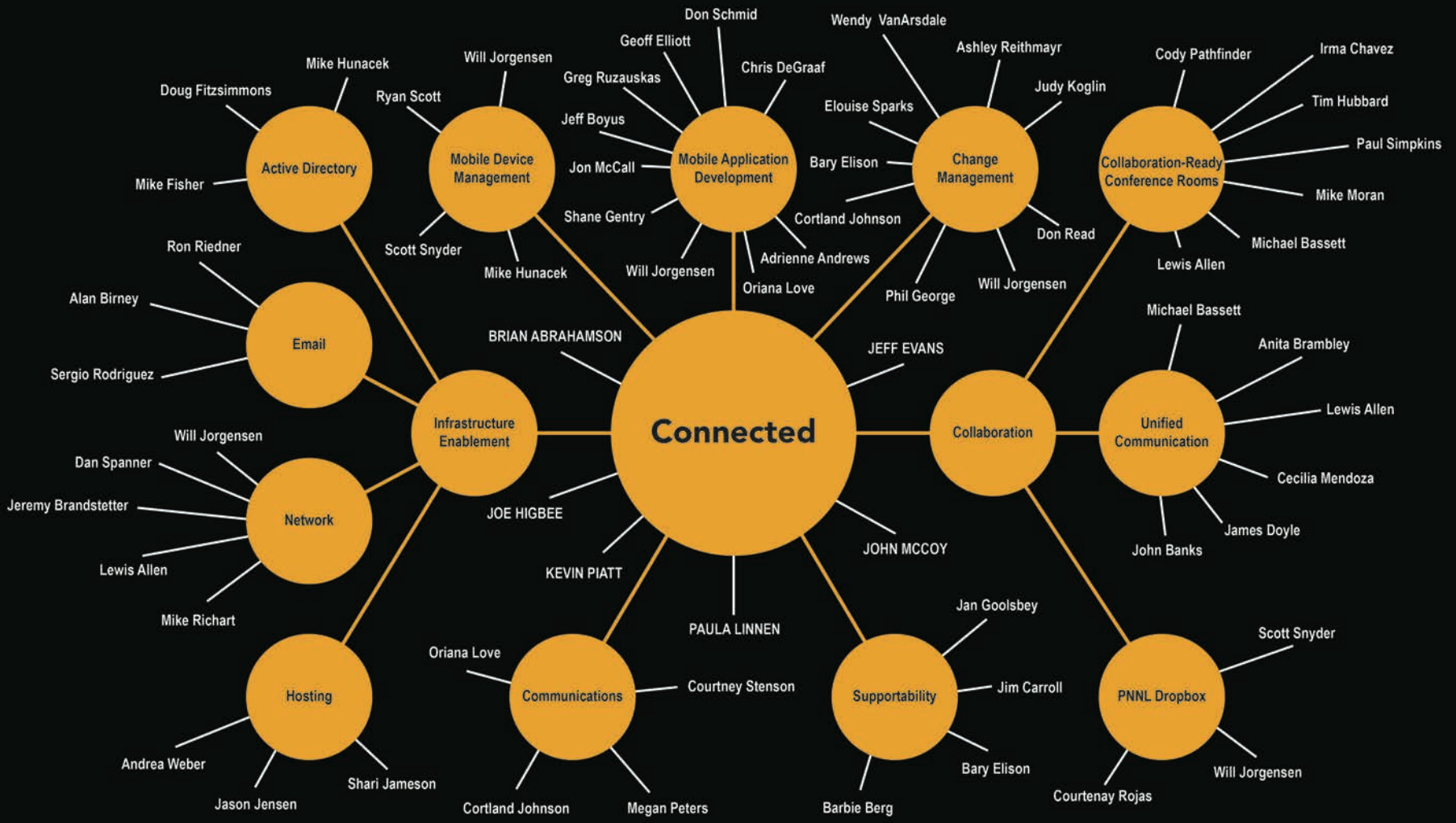
Personal Invitation

Traveling Genius Bar

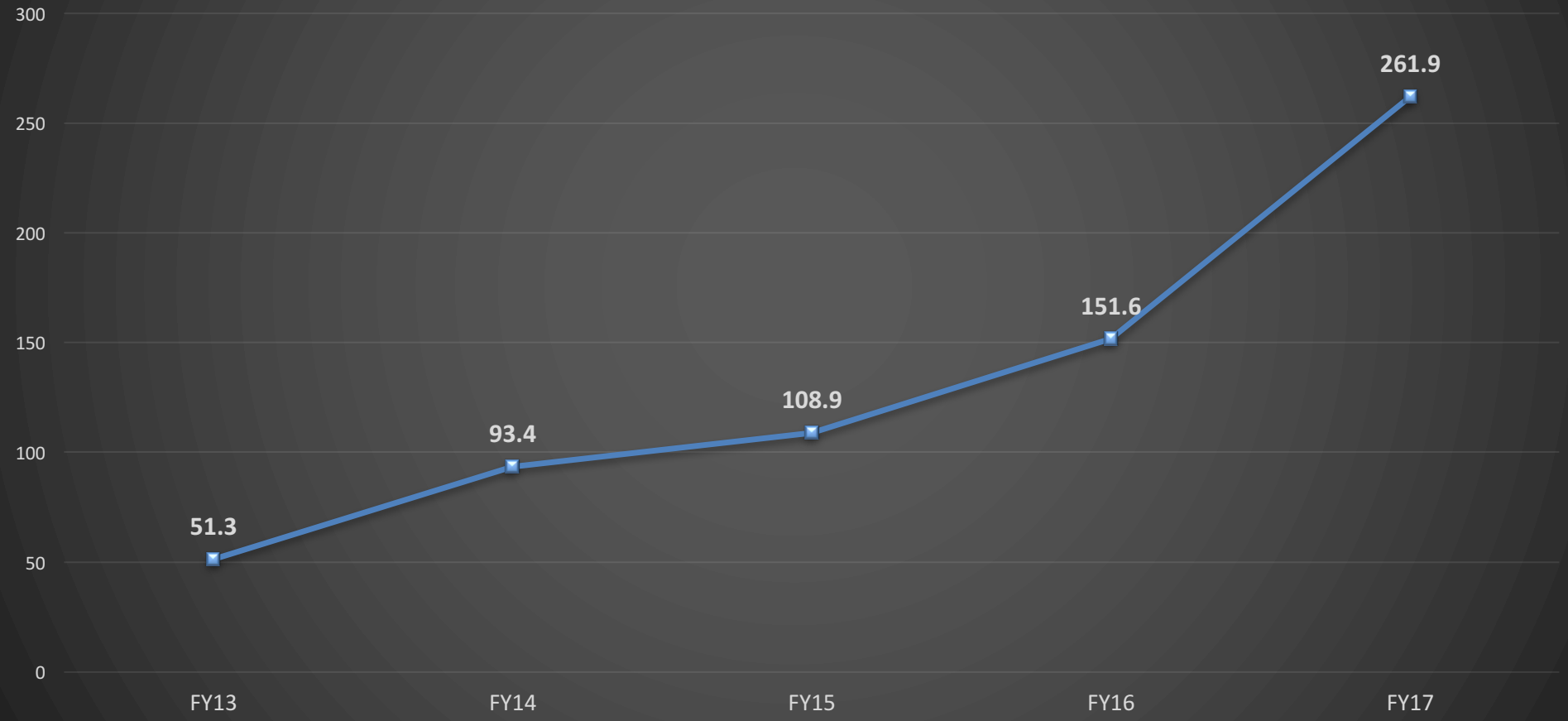
Daily Brown bags

On-Demand 25 Min Primers

Conference Room Stewards

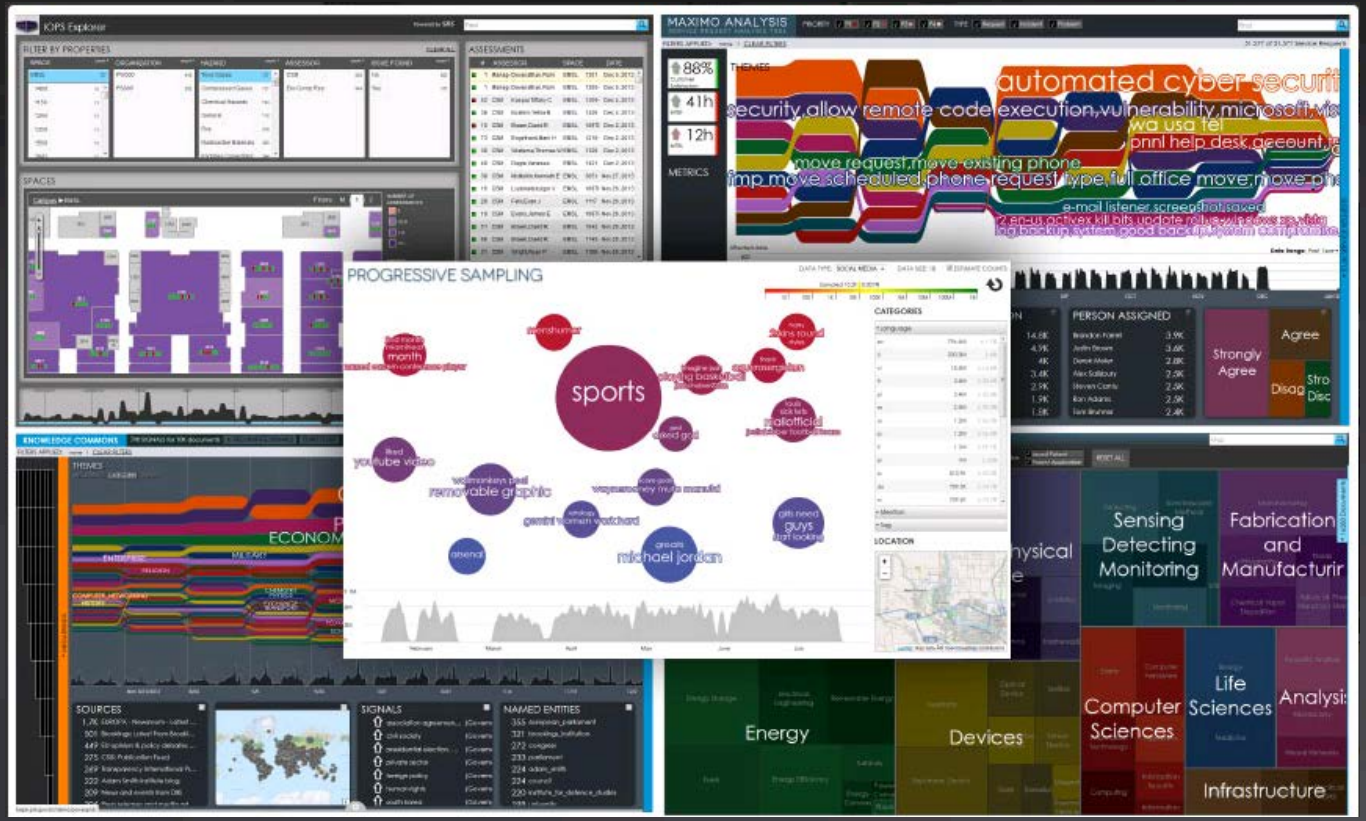

Connected
BRIAN ABRAHAMSON
JEFF EVANS
JOE HIGBEE
KEVIN PIATT
PAULA LINNEN
JOHN MCCOY
Infrastructure Enablement
Collaboration
Email
Network
Hosting
Communications
Supportability
Unified Communication
PNNL Dropbox
Active Directory
Mobile Device Management
Mobile Application Development
Change Management
Collaboration-Ready Conference Rooms
Ron Riedner
Alan Birney
Sergio Rodriguez
Will Jorgensen
Dan Spanner
Jeremy Brandstetter
Lewis Allen
Mike Richart
Andrea Weber
Jason Jensen
Shari Jameson
Oriana Love
Courtney Stenson
Cortland Johnson
Megan Peters
Jan Goolsbey
Jim Carroll
Bary Elison
Barbie Berg
Michael Bassett
Anita Brambley
Lewis Allen
Cecilia Mendoza
James Doyle
John Banks
Scott Snyder
Will Jorgensen
Courtenay Rojas
Doug Fitzsimmons
Mike Hunacek
Mike Fisher
Ryan Scott
Will Jorgensen
Scott Snyder
Mike Hunacek
Geoff Elliott
Don Schmid
Chris DeGraaf
Greg Ruzauskas
Jeff Boyus
Jon McCall
Shane Gentry
Will Jorgensen
Adrienne Andrews
Oriana Love
Wendy VanArsdale
Ashley Reithmayr
Judy Koglin
Elouise Sparks
Bary Elison
Cortland Johnson
Phil George
Don Read
Will Jorgensen
Cody Pathfinder
Irma Chavez
Tim Hubbard
Paul Simpkins
Mike Moran
Michael Bassett
Lewis Allen

Connected – Total traffic (TB) of wireless usage at PNNL



Visual Analytics

vis.pnnl.gov



A little gift for all of you…

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vis.pnnl.gov

availabletechnologies.pnnl.gov

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: Thank you! :