



# CALVIN STOWELL, DIRECTOR OF DIGITAL AND CONTENT

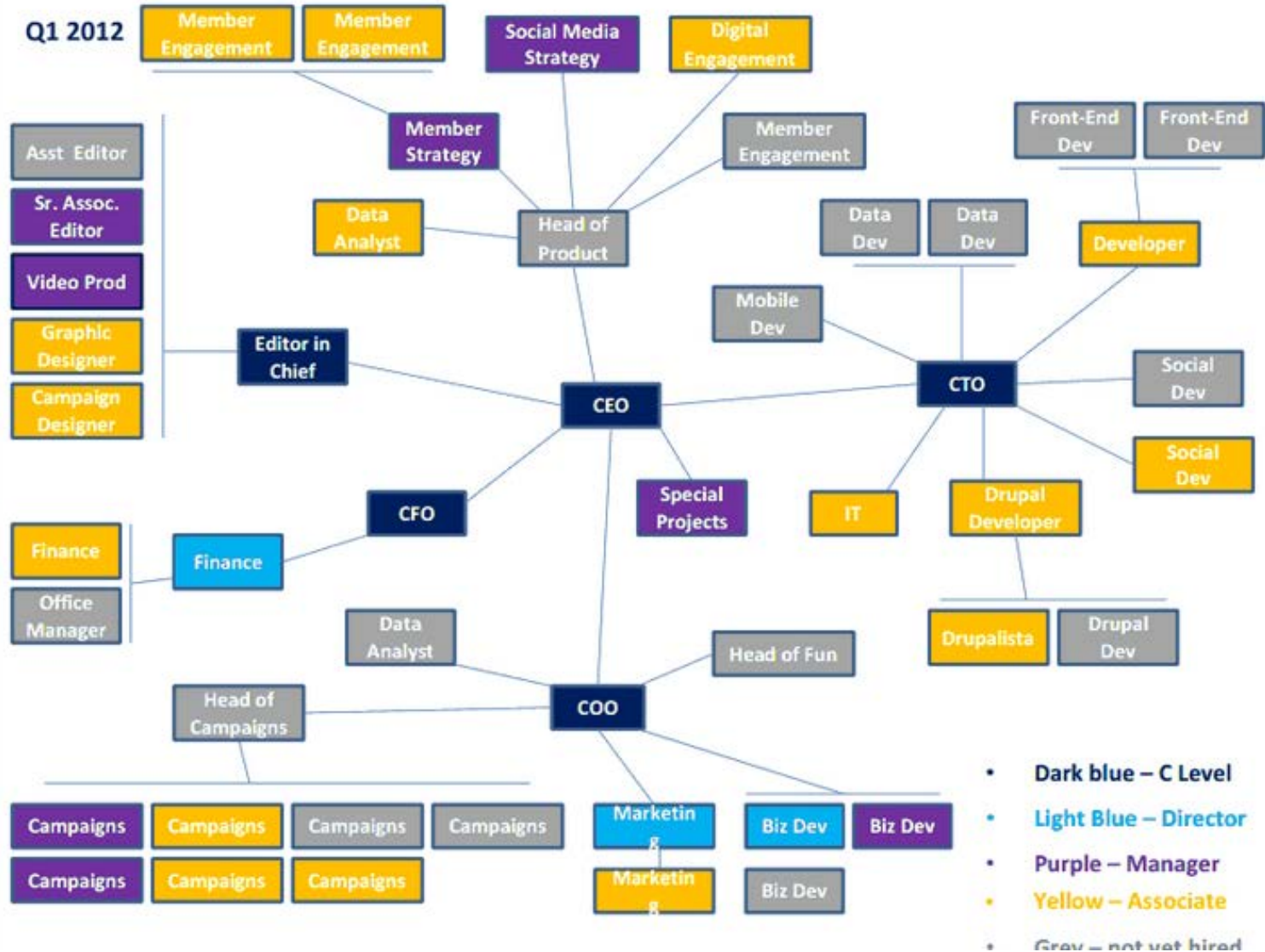
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DIGITAL PR SUMMIT

BUILDING, MOTIVATING AND MANAGING YOUR DIGITAL DREAM TEAM

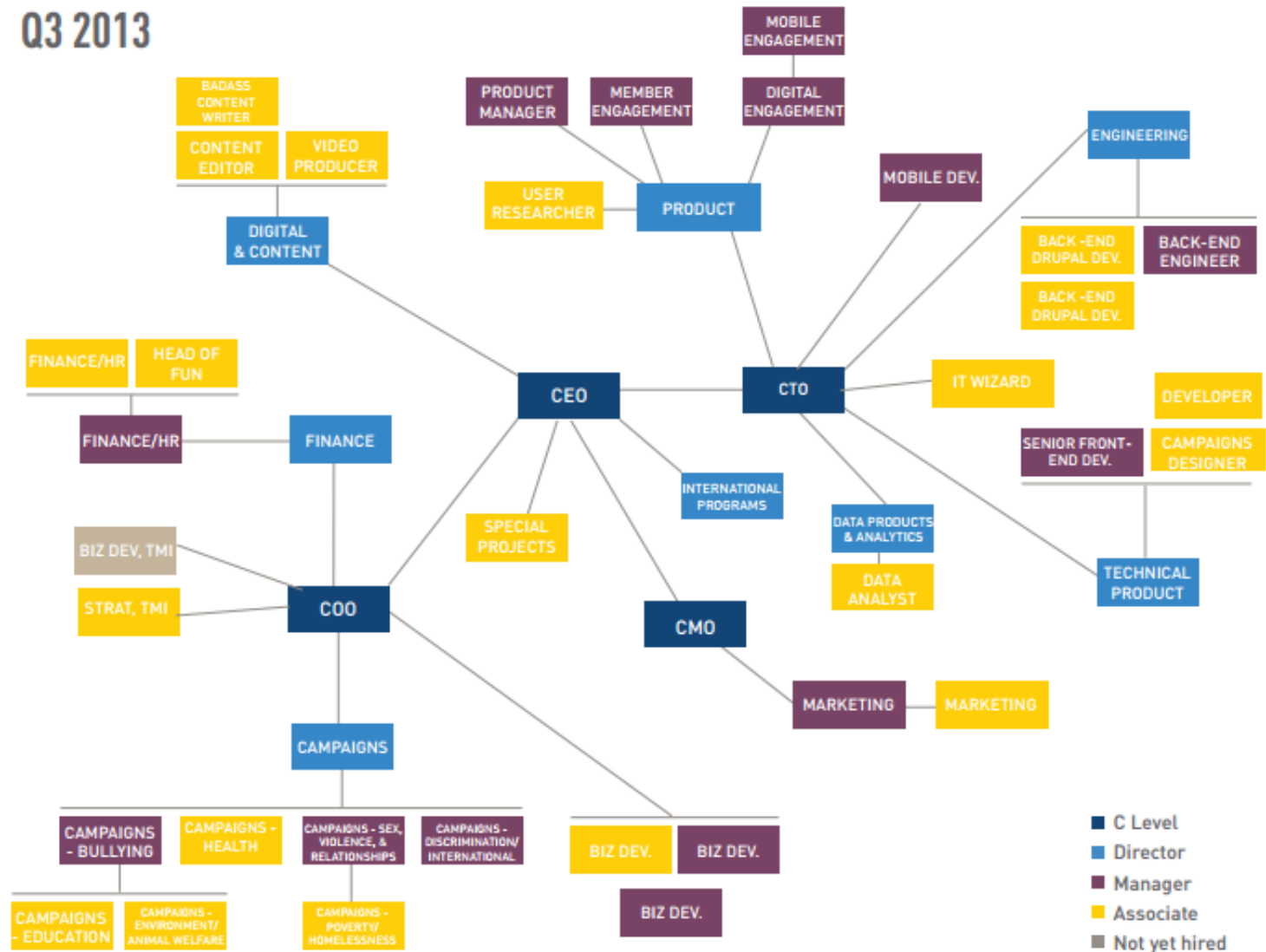
#digitalpr

Q1 2012



- Dark blue – C Level
- Light Blue – Director
- Purple – Manager
- Yellow – Associate
- Grey – not yet hired

Q3 2013



# THE FUTURE

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**CRISIS TEXT LINE |**

# ORGANIZATIONS CHANGE

ADJUST ACCORDINGLY

# CULTIVATING YOUR TEAM

INVEST IN YOUR TEAM

# CULTIVATING YOUR TEAM

CONTEXT MATTERS, A LOT

# CULTIVATING YOUR TEAM

SET REAL DELIVERABLES