

Conducting an employee intelligence-mining session

Make-up of the group:

- > Diverse mix from all levels and all departments from back-office to customer-facing. No one's manager should be present. A mix of attitudes and personalities should be reflected from very positive people to whiners and complainers.

Ideal facilitator:

- > An upbeat agile neutral creative guide is best. The less known to the group the better.

How long to budget for the session:

- > 2.5 hours

Types of questions to ask:

- > If someone asked you what our company does, how would you explain it
- > What do we do better than anyone
- > What's the first thing you think of when you get to the office in the morning
- > Do you have what you need to do your job
- > If we could improve one thing now, what should it be
- > Why do you come to work other than money
- > What should our company tee shirt say
- > What's the biggest lie we tell ourselves
- > What could/should we be doing that we're not
- > What's the best thing you ever did here, the thing you're most proud of



GET CREATIVE. USE WHITEBOARDS
AND POSTED PAPERS WHERE PEOPLE
CAN ELABORATE ON OTHER'S
THOUGHTS. BREAK INTO GROUPS.
KEEP IT INTERESTING.

BRANDBOOSTER™

954.920.2512 brandbooster.com

JANN@BRANDBOOSTER.COM

What to do with the information once you have it:

- > Read between the lines
- > Look for themes
- > Fix problems and maximize opportunities
- > Let people know what happened as a result of their participation
- > Reward what's valued
- > Walk the walk

Options:

>> ONLINE SURVEY

PROS:

- > Better than nothing
- > Input from more employees
- > Doesn't need a facilitator

CONS:

- > Not as revealing as a group
- > Doesn't have the secondary, but important advantage of engaging employees and connecting them to the company mission

>> ME

PROS:

- > I'm a neutral outsider and have conducted these sessions for years
- > I use many proven creative techniques to unearth information

CON:

- > You have to pay me

"The work that Jann has done has moved us light years ahead in defining our brand and incorporating our personality into powerful marketing for all audiences."

**Janet Kyle Altman, Director of Marketing
CIGNA Dental, Plantation, FL**

"The BrandBooster session was a stimulating evolutionary experience. You held up a mirror and gave us the opportunity to create amazing collaborations. As our vision unfolds, it will be because you spurred us on to greater heights."

**Robin David Heslop,
MIDTOWN Session Participant, Miami, FL**

"When we had the BrandBooster session I wondered how such a free-flowing exchange could translate into actionable marketing. You hit a home run! Our materials have the exact right message and image."

**Bob Baumna, Senior Development Officer
National Healing Corp., Boca Raton, FL**

"Jann is a dynamic insightful pro that draws out the true essence of a company. She helped us navigate an important business transition by handling the marketing for our entry into the U.S."

**David Hauger, CEO
Intelens, Norway**

Outcomes:

- > uncover potentially valuable business strengths not presently being maximized
- > capture critical internal knowledge to aid in moving business forward
- > determine other uses for current product/services
- > extend product lines or create new ones using current resources
- > identify possibilities for increasing sales to current customers
- > energize employees to work toward meeting bottom line business goals

BRANDBOOSTER™

954.920.2512 - brandbooster.com

JANN@BRANDBOOSTER.COM