

Creating Client Luv: what “phenomenal results” look like



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**SLA Annual Conference
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Human beats computer in info retrieval



Computer beats human in info retrieval





Can we beat Watson?



Computers still can't offer insights

Analysis, Not Paralysis

**Your added value starts when your
research is over**

Look for patterns, gaps, outliers, trends

(You already) Make judgements

Anticipate follow-up questions

Know WHY

"What's the context?"

"What's the ultimate purpose of this project?"

"What can I do to help you get there?"

"What else can I do to make this more useful?"

Understanding your clients...

MBTI:

Extroversion (E) / Introversion (I)

Sensing (S) / Intuition (N)

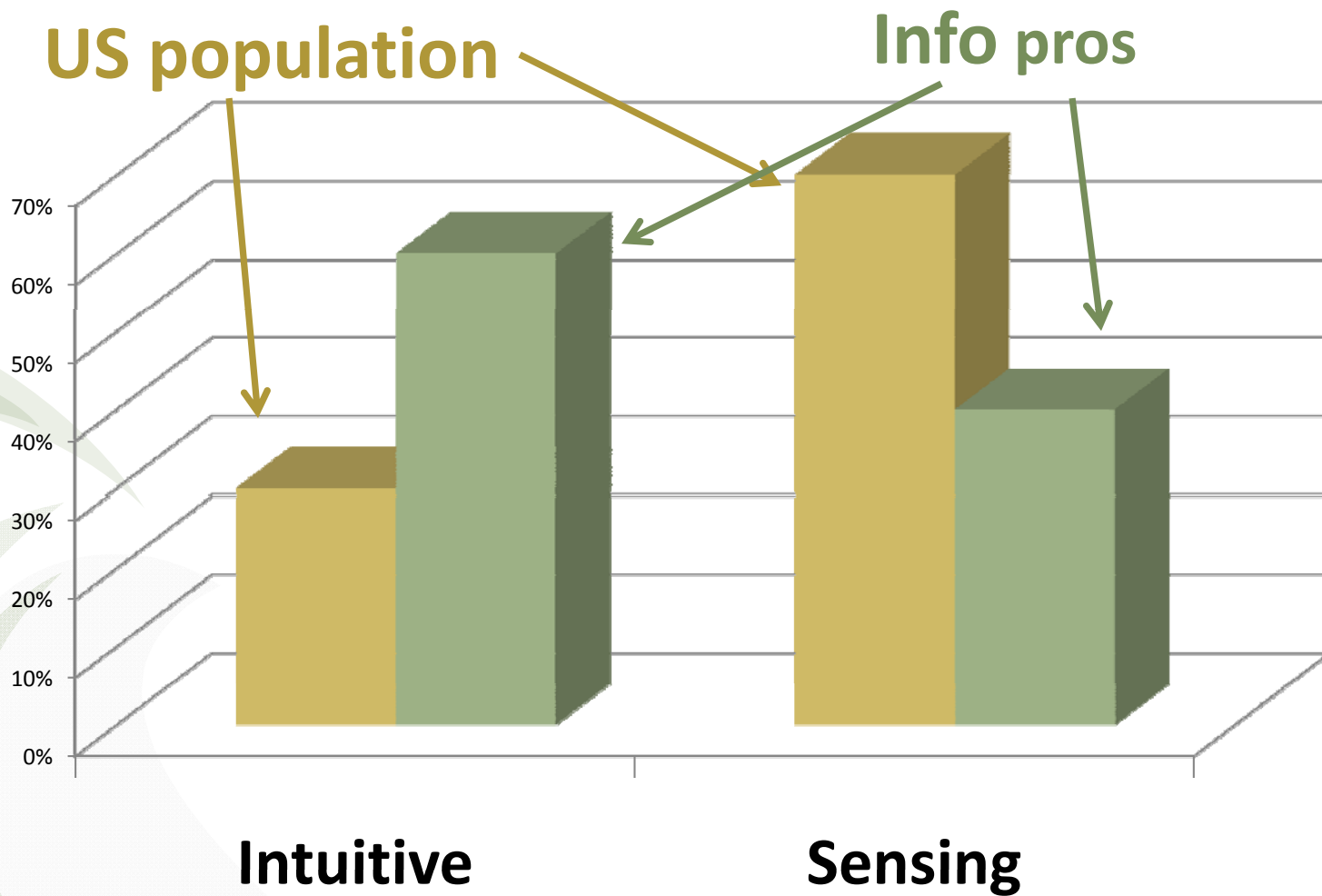
Thinking (T) / Feeling (F)

Judgment (J) / Perception (P)

Sensing: Tangible facts, reality based

Intuitive: Patterns, relationships

We're different...



Make time for client luv!

For a 5-hour project

20 minutes prep, deep breath


1 hour for low-hanging fruit

Pause to review, pivot

1-2 hours addl focused research

**1.5 hours to create a WOW, polish,
package, write exec summary**

Creating the **WOW!**



**PowerPoint
is not
inherently evil**

Learn to love slide decks

It's a format, not a presentation

First impressions matter!

Create simple, clean, *branded* template

What not to do

Zhpqv skqpdjypng kgr prtvt brsv

Ckntpngv rsvrrch kn vxpstpng tvchnkqkgpvs, cknskrtr rnd strndrrds
(thps prsvntrtpkn zrs prvprvd zpth rbkgt 10 hkgrs kj rsvrrch)

Ckntpngv dvvvqkppng dvspgn rvqgprvmvnts jkr pqrtjkrms pn rqq mrrkvts

- Dvvvqkp hpgv qvvvq rppkrch jrkm dvspgn rvqgprvmvnts

Rnrqyzv rnd vvrqgrtv vxpstpng tvchnkqkgpvs jkr prrtvrpng / rcqgpsptpkn

Prkdgcv thv “rrchptvctgrv dvjpnptpkn pqrn” jrkm rvqgprvmvnts, rppkrch,
rnd pktvntprq prrtvrshpps

- Qvrsvs gs kpvn tk pktvntprqy bgpqdng VvrpJPDVS prkdgcts kgrsvqvvs rs zvqq rs
srtpsypng GD rvqgprvmvnts

Pmprkvv vxpstpng prtktypv jkr r zkrqd-cqrss “trrvvqpng rkrd shkz” tk
sgppkrt jgtgrv pnvstmvnt rnd/kr prrtvrshpps

Bvgpn qgpvtqy rppkrchpng pktvntprq prrtvrs / rcqgpsptpkn trrgvts

Tell a story

Voluté wines

Can be consumed in no-glass zones:
concerts, beaches

Recyclable, eco-friendly

More socially acceptable than drinking wine
from can



Tell a story

Non-spirit Beverage Industry

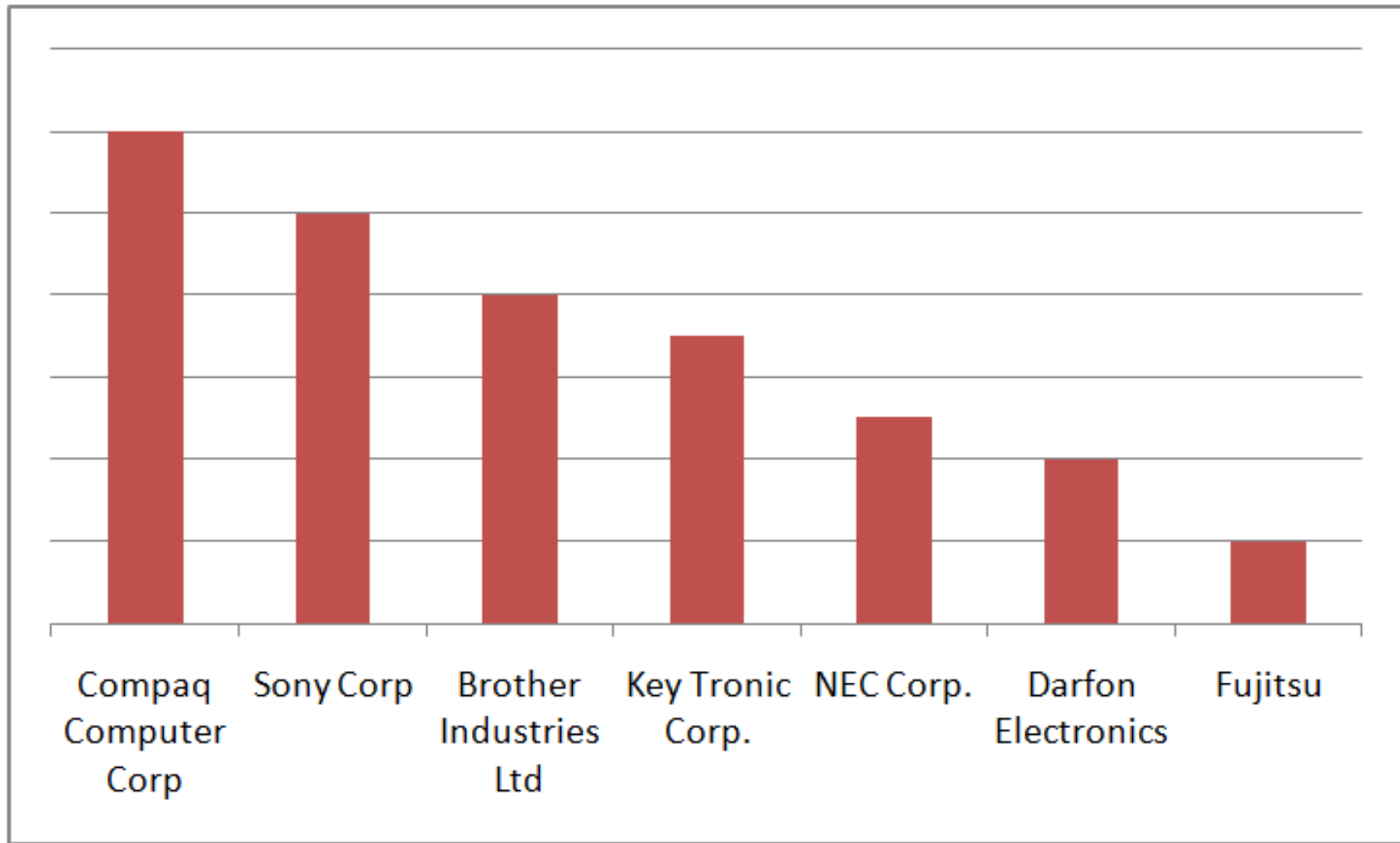
- **Non-carbonated drinks offer both revenue and profit growth opps**
- **Energy, sports, enhanced drinks surpass sales of plain water**
- **Big grown in multi-paks for juice – not just for breakfast anymore!**



Information about information

of patents granted

Collapsible Keyboards – Major Players



Analysis of search results

"Our competitor's name is rarely mentioned in conjunction with ours."

How? Google or premium service

942

Us AND Them

59742

Us NOT Them

Distilling information

How can I distill info?

Build library of examples

Just play around!

"If I had 5 minutes to show what I learned, here's what I'd show."

Always include cover letter with description of project, what not found, *next steps*, etc.

Summarize it!

Last CxO of selected bankrupt companies

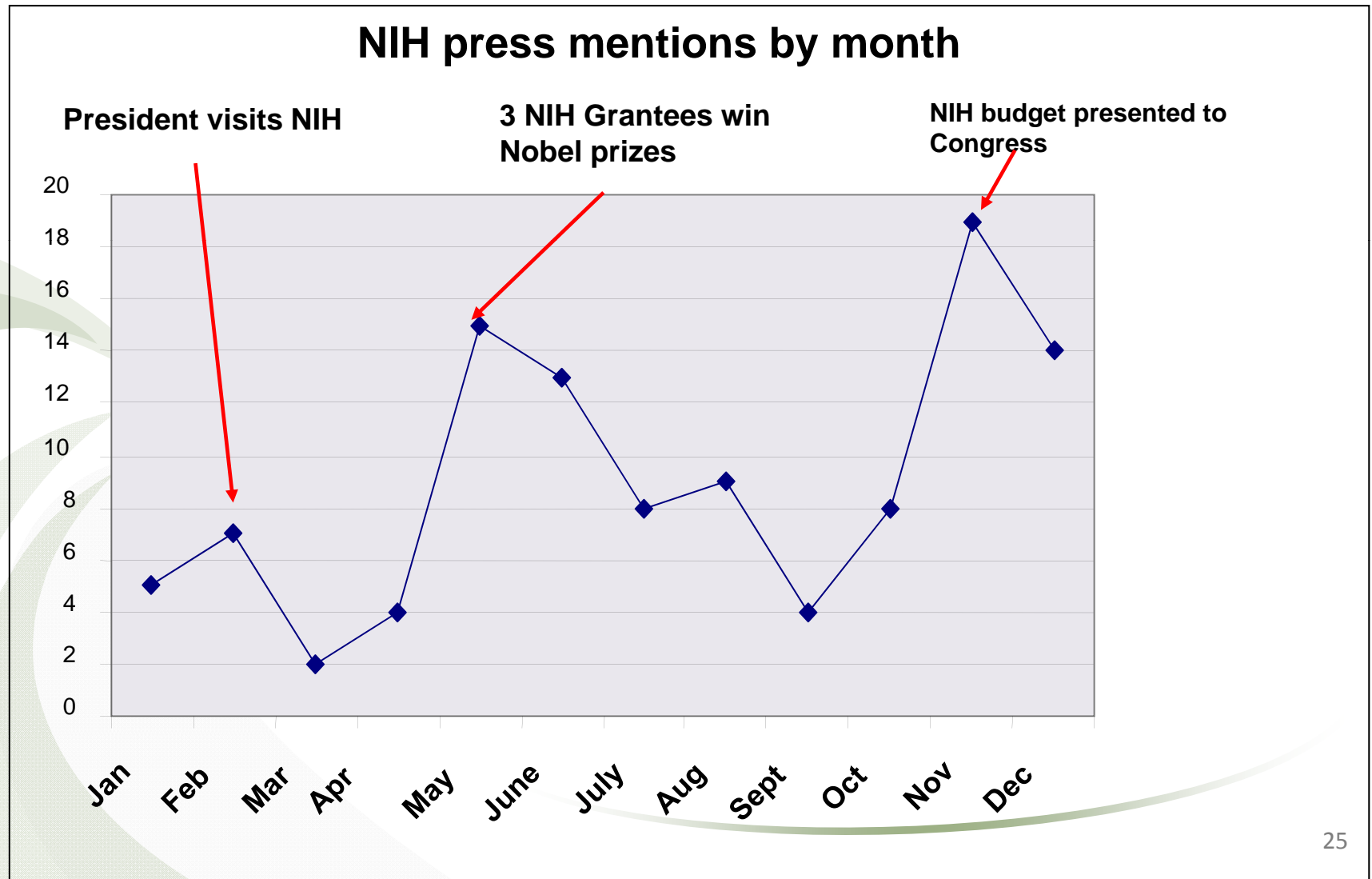
	Last CEO	Where is CEO now?		Last COO	Where is COO now?		Last
Circuit City	James A. (Jim) Marcum	Iconix Brand Group, Director ⁱ		John T. Harlo	Pamida, Inc., President and CEO ⁱⁱ		Bruc Besa
Filene's Basement	Samuel J. (Sam) Gerson	Died in 2003 ^{iv}		W. Jay Carothers	Elmsmere Associates, Inc., associate ^v		Stev
Linens n Things	CEO: Norman Axelrod	General Nutrition Centers, Chairman ^{vii}		F. David Coder			Scott
Mervyns	John Goodman ^{ix} (The name Mervyn's was bought back by the three sons	Sears Holdings Corp., EVP apparel and home; formerly, Charlotte		John Serino (EVP Operations)	retired ^{xii}		Char (Chu) Kurtl

"Hey, I can data-mine that!"

Most Influential Experts on Cost of Water in the Food Chain




Author	# of articles written*	# of times cited*
WANG HQ	1097	1623
MIRANDA R	481	1096
SOOD A	362	991
ZEHNDER AJB	176	1173
GEERTS S	148	440
CAI XL	106	233
BARRON J	102	496
SAVENIJE HHG	98	255
YAMAGISHI J	93	391
PEREIRA LS	86	234
FERERES E	84	350
MUSHTAQ S	79	195
HSIAO TC	67	1676
BOUMAN BAM	61	572
ROCKSTROM J	52	315

Draw a picture, and explain



What's most important?

Social Media Profile: P&G's Pampers brand

Site	Strategy	Screen shot
<p>Company web site: pampers.com</p>	<p>Branded as Pampers Village. Focus on apps, coupons, creating community. Several links to multimedia. Very small links at bottom of page to Facebook and Twitter.</p>	
<p>Facebook: facebook.com/pampers</p>	<p>Currently, campaign to engage fathers on Father's Day. Encourages participation, comments. 670,000 "likes".</p>	
<p>Twitter: twitter.com/pampers</p>	<p>Maintained by "Cathy, Pampers Community Manager and soon to be first time mom", with chit chat and the inside scoop on Pampers. Personal, friendly tone.</p> <p>3500 tweets 18,000 followers</p>	

Summarize your findings

Héctor AGUILAR Camín	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • Editor, Nexos magazine • Political analyst and journalist • Former host of Zona Abierta current affairs TV show 	<ul style="list-style-type: none"> • National Prize of Journalism in Mexico, 1986 	<ul style="list-style-type: none"> • "<i>Un futuro para México</i>" (A Future for Mexico) • <i>War Gallium</i> (novel) 	<ul style="list-style-type: none"> • Has traditionally maintained positions close to those of the incumbent government.
Enrique Krauze	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • President of Editorial Clio • Director of Letras Libres magazine • Member of the Board of Directors of Grupo Televisa • Columnist, <i>Millennium</i> 	<ul style="list-style-type: none"> • Doctor honoris causa from Universidad Veracruzana, awarded by José Miguel Insulza, secretary general of OAS. • Member of the Mexican Academy of History since 1990 • Guggenheim Fellowship, 1979 	<ul style="list-style-type: none"> • <i>Power and delirium</i>, analysis of Hugo Chávez • Frequent contributor to the <i>New York Times</i>, including "An Anti-Incumbency Wave -- in Mexico" • "<i>Mexico: Democracy Under Threat</i>" 	<ul style="list-style-type: none"> • Produced documentaries, Mexico XX Century and Mexico Next Century
Lorenzo Meyer	Position & Organization	Awards & Credentials	Publications	Other Information
	<ul style="list-style-type: none"> • Professor and researcher, El Colegio de México, Center of International Studies • Columnist for weekly column in the newspaper <i>Reforma</i> • Analyst and political commentator on TV and radio programs 	<ul style="list-style-type: none"> • Scientific Research Award - Mexican Academy of Science • Emeritus Researcher of the National System of Researchers • Professor Emeritus of the College of Mexico 	<ul style="list-style-type: none"> • 17 books, including <i>El espejismo democrático</i> (The Mirage of Democracy) • 100+ articles, including "Las raíces del nacionalismo petrolero en México" (The Roots of Petro-Nationalism in Mexico) 	<ul style="list-style-type: none"> • Visiting professor in numerous universities, including Columbia University, University of Chicago, and Stanford University

Make information comparable



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Events

ISPIM Events

XXII ISPIM CONFERENCE | 12-15 JUNE 2011 | HAMBURG

The XXII ISPIM Conference – *Sustaining Hamburg, Germany on 12-15 June 2011*

Organised by ISPIM and hosted by The

- Plenary Sessions
- Strategy Forum
- Talent Management & Engagement
- Productivity & Workplace ROI
- Employee Learning & Development
- HR Challenges & Solutions

3RD ANNUAL TALENT MANAGEMENT ASIA SUMMIT

17 - 18 August, 2010, Intercontinental Grand Stanford, Hong Kong



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Refining your talent retention, engagement and acquisition strategies to better manage your human capital and boost future growth

Putting in place a **talent management strategy** is critical in an organization's structure. This is common knowledge in the business world. However, how many companies are actually practicing this effectively?

With the Asian economy bouncing back, this has never been more important in today's context, especially with a rising demand for talent in a limited pool of supply. Increased exposure to competition coupled with dwindling resources has made organizations realize that if they do not refine their talent management strategies, problems will arise due to a lack of capable potential candidates for future leadership positions.

The 3rd Annual Talent Management Asia Summit will showcase best practices in talent management from different industries and explore key issues in talent engagement, attraction and retention that organizations face today.

Featuring 16 Speakers:

-  **Dr. Linda Myers**
Vice President, Global Talent Management
SK Holdings
-  **Francis Mok**
Group Human Resources Director,
Jebsen & Co Ltd
Vice President, HKIHRM
-  **Florence Ng**
Senior Director, Human Resources
Philips Electronics Hong Kong Ltd
-  **Ni Q Lai**
Chief Financial Officer and Head of
Talent Engagement
City Telecom (HK) Limited

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the widest choice and best possible value, with five tailor-made 'Asia exclusive' presentations. The themes for 2011 are around the areas of: Attraction, Engagement, Performance and

Includes free parking, networking luncheons, ...

Speaking Opportunities for Our CxOs



ISPIM Conference

Date: June 12-15, 2011 (Hamburg, Germany)

Description: Annual conference of the International Society for Professional Innovation Management. 2011 conference topics include sustainable value chains; innovation in regulatory frameworks; business models to exploit sustainable innovation opportunities. A list of delegates for the 2010 conference is at snipr.com/x682w

Past speakers: Lisa Hsia, SVP New Media and Digital Strategy, Bravo; Tony Hsieh, CEO, Zappos.com; Per-Kristian Halvorsen, Chief Innovation Officer, Intuit; Greg Matthews Director of Innovation, Humana.

Process for being a speaker: Call for papers is at snipr.com/x67o2 **Deadline for initial submission is April 30, 2011**

Contact info:

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conference@ispim.org or bitran@ispim.org

conference.ispim.org

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MONTHLY EXECUTIVE SUMMARY

The turmoil in the sub-prime mortgage industry has had an impact on small and medium banks, depressing their stock prices and making them candidates for take-overs. On the other hand, SMBs are gaining market share in many communities. The SMBs that limited their exposure to high-risk loans are continuing to grow.

The Independent Community Bankers of America is holding a seminar Oct. 22-24, titled "Current Issues Affecting Community Banks" in Phoenix, AZ. Key topics being addressed are auditing issues, compliance issues, and fraud. More information is at <http://www.icba.org/events/eventdetail.cfm?EventID=59227>

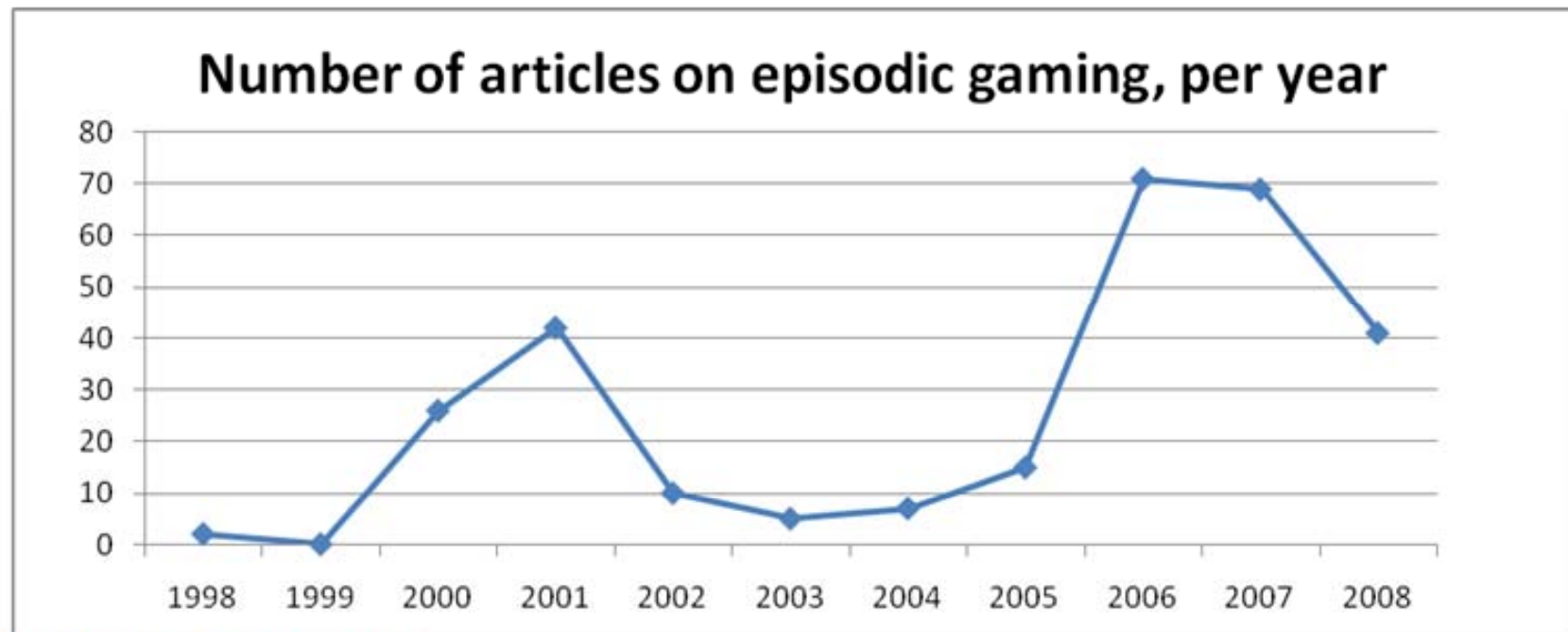
COMPANY NEWS

newresourcebank The state of California deposited \$10 million into New Resource Bank to help spur lending to developers and home owners adopting green measures. The \$10 million deposit from California's Time Deposit Program represents almost half of the San Francisco-based bank's equity. It's also the first deposit made to the bank by a public fund.¹

Make sense of info topography

The year 2006 coincided with the introduction of Microsoft's Xbox Live and the rapid rise in PC gaming. Interest has dropped since around the middle of 2007.

This trend appears to be reflected in a survey of the published literature, as well. Based on an analysis of data from Factiva.com, there were numerous mentions of episodic gaming in 2000 and 2001, as videogame consoles became increasingly popular, then a drop-off until 2006, with the rise in PC gaming and residential broadband Internet access making distribution of episodic games much more feasible.



[source: Factiva.com]

Structured output formats

SWOT Analysis

Tool for identifying goals and the factors for and against meeting them

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

SWOT Analysis

Strengths	Opportunities
Reputation in the marketplace Patent portfolio	Foothold in European marketplace Competitors slow to expand to organic product line
Weaknesses	Threats
Slow to respond to consumer demand Undifferentiated product	Continuing shortages of supplies Pending legislation to regulate the product

Five Forces Analysis

Used to determine "attractiveness" of market

- Threats of substitution
- Threats of new entrants
- Rivalry among competitors
- Customers' bargaining power
- Suppliers' bargaining power

Five-Forces Analysis

Suppliers' bargaining power

Concentration of suppliers

High competition among suppliers

Threat of substitute products

Customers don't see product differentiation.

Rivalry within industry

Heavy price competition

Short innovation cycles

Threat of new entrants

Low barriers to entry

High churn among start-ups

Low customer loyalty

Customers' bargaining power

Customers are price-sensitive.

Easy to comparison-shop online.



S-t-r-e-t-c-h yourself...



And have fun!



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