

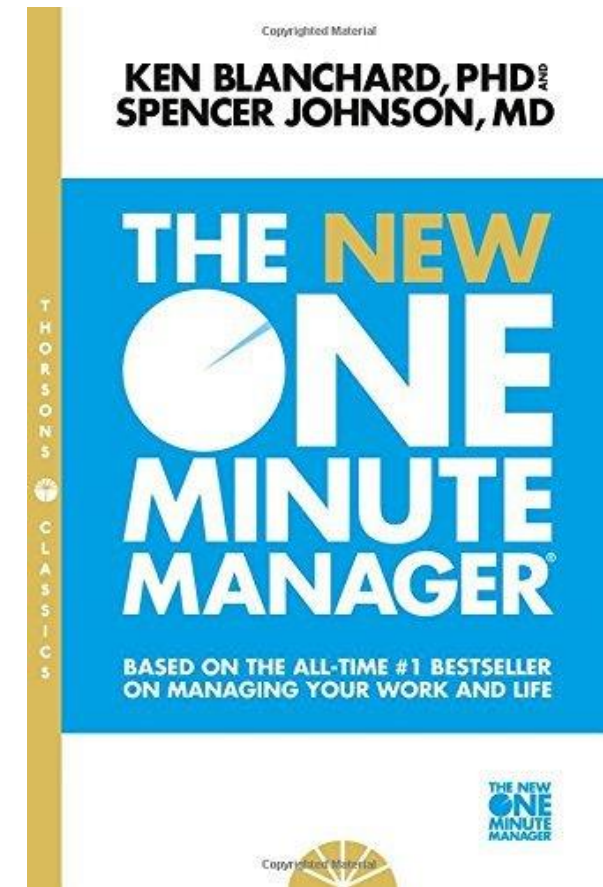
The New Rules of Engagement

Influence and Impact in a Hybrid World

Danny Russell
Non-Executive Advisor
FlexMR

“The key to successful leadership today is influence, not authority”

Ken Blanchard



flex^{MR}

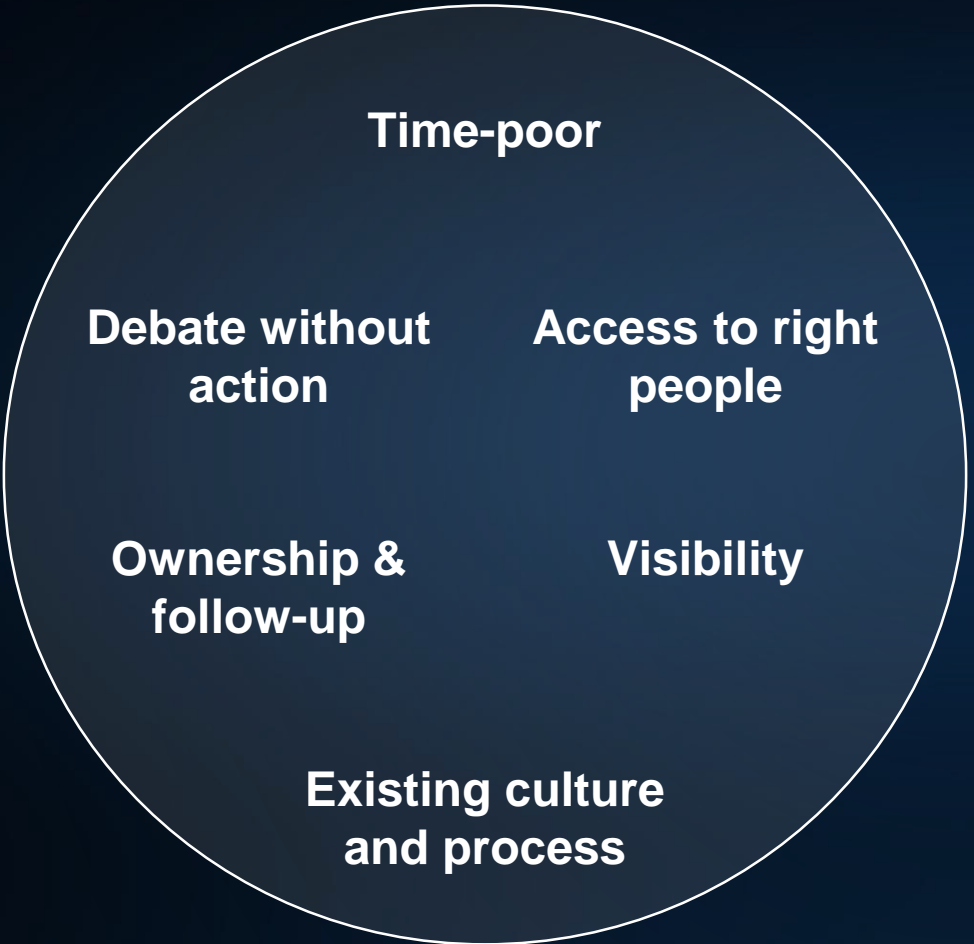
keen as
mustard.
communicating data, research & insight

**RESEARCH
STRATEGY**
GROUP

Hall & Partners

 **Mission Translate**
Global is local

**WATCH
ME
THINK**



Influence and Impact – many challenges

But then.....



Passport Office denies backlog caused by working from home



FINANCIAL
TIMES

**Office workers
Embrace hybrid
working as
post-pandemic
norm**

**COVID-19: People working from home in UK
more than doubled as pandemic struck - but at
what cost?**



**Hybrid working: Why there's a
widening gap between leaders
and employees**



The work from home revolution is here to stay – if you're rich, white and live in London



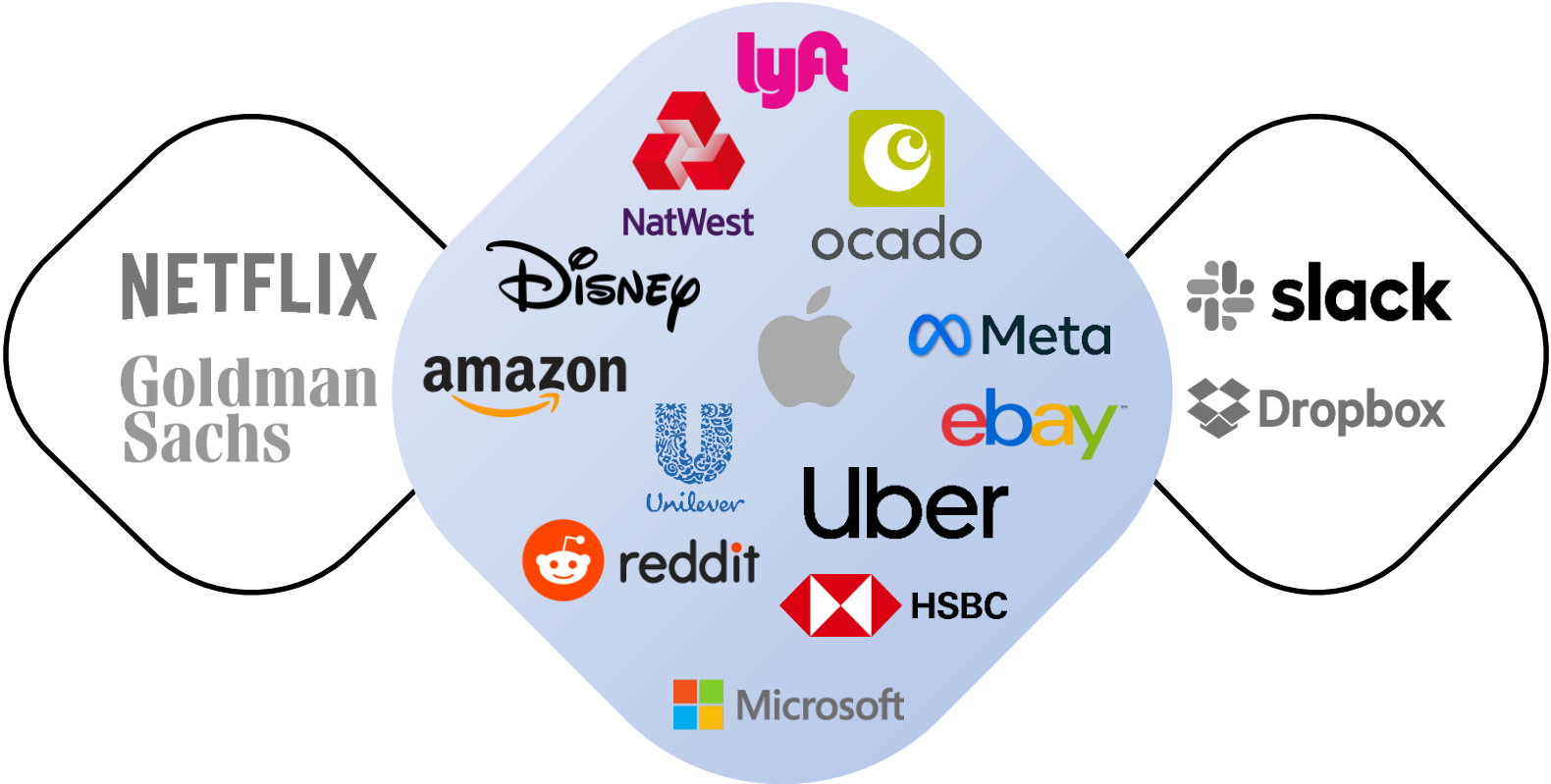
**The working from home 'TWTs' are
lazy – it's time we all went back to
work to fix Britain**



Office

Hybrid

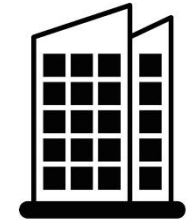
Remote







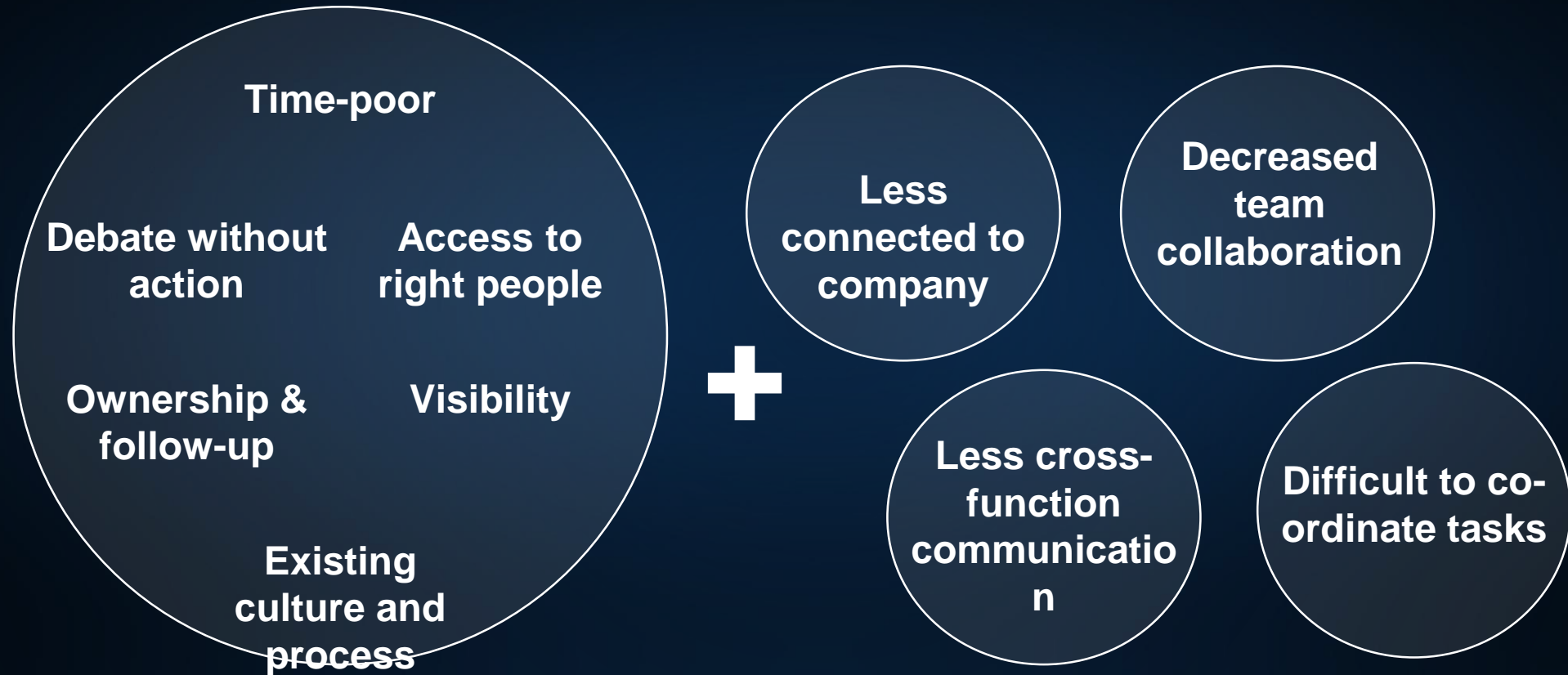
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2020-

23

Influence and Impact – more challenges

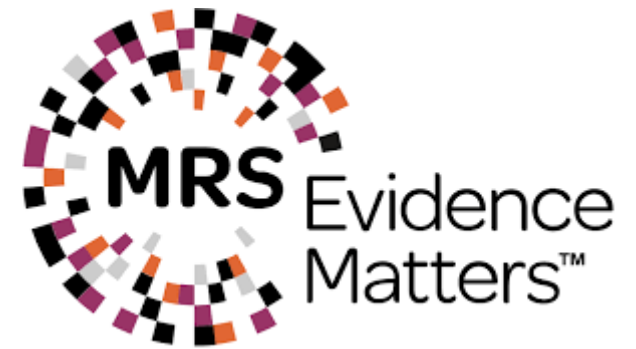




I IEX
EUROPE

INSIGHT INNOVATION EXCHANGE 2023

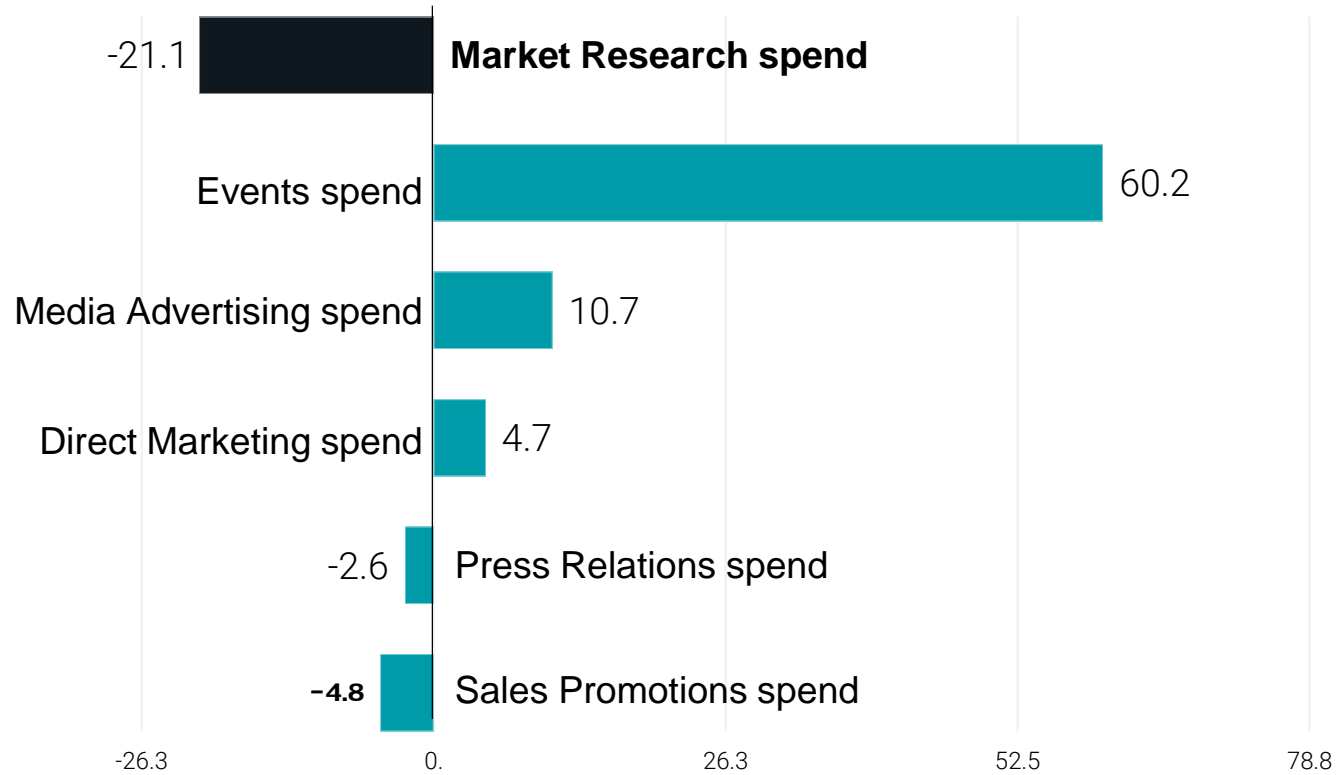
QUIRK'S
MEDIA





Research is the only activity to record sustained budget cuts

Cumulative change in marketing budgets (Q1 - Q4 2022)



IPA 2022 Q1, Q2, Q3 & Q4 Bellwether Reports



The importance of Customer Salience in a hybrid world

The quality of being particularly noticeable or important; prominence

Meaning of "Salience", Oxford English Dictionary

Four C's to build Customer Salience

- **CHALLENGE** conventional norms
- **CREATE** customer awareness
- **CONNECT** decision makers with customers
- **COLLABORATE** with decision makers

CHALLENGE conventional norms

01

Make decisions about decision-making

02

Conduct a decision-audit

CREATE customer awareness



Leverage online sharing



Use regular Sprint research reviews

CONNECT decision makers with customers

01

Build immersion strategies

02

Customer Experience feedback

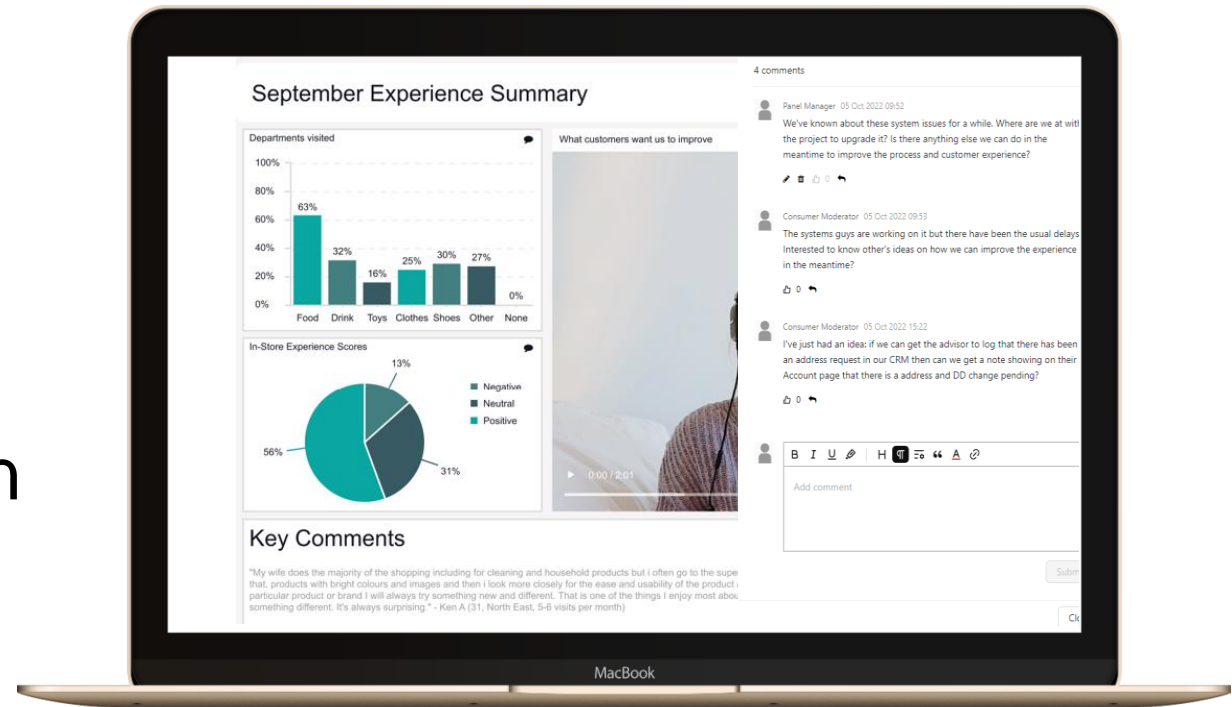
COLLABORATE with decision makers

01

Collaborative spaces

02

Drive activation



Four C's for a hybrid world

- CHALLENGE conventional norms
- CREATE customer awareness
- CONNECT decision makers with customers
- COLLABORATE with decision makers



Thank you for listening

To learn more about
building a culture of
Customer Salience, visit

Stand 205
www.flexmr.net