

Business Evolution

This Free Masterclass Helps You Drive Innovation-Led Growth In Your Business

TEAM EXPERIENCE



Brought to you by:

HowDo[®]

www.howdo.com

Educational Content and Innovation Disclaimer

Potintia, Inc (HowDo) shares this material exclusively through HowDo.com. This is for educational and informational purposes only. Innovation involves risk and potential failure. Any use by you of the information contained in this presentation is solely at your own risk. Think independently and always apply thorough due diligence to your ideas before investing. PAST PERFORMANCE IS NOT INDICATIVE OF FUTURE PERFORMANCE, FUTURE RETURNS ARE NOT GUARANTEED.

Overview: Team Experience

What does the masterclass cover?

- Building Culture From The Start
- The Team Experience Matters
- Design Thinking For Team Experience
- The Never-Ending Feedback Loop
- Ongoing Growth Opportunities
- A Safe Work Environment
- Recognition and Rewards
- Embrace New Technology Solutions
- Retaining Employees
- How to Keep and Develop the Best Talent
- Keep staff committed, engaged
- Promote goodwill
- Use intelligent mentoring
- Train leaders to have an HR mindset
- Prioritize the Team Experience
- Bring Talent Management To The Digital Era



How does this help you?

Team experience is your strategic edge. In this masterclass, you'll learn how to shape a team environment that amplifies innovation, commitment, and loyalty.

How does this accelerate your growth?

Crafting an outstanding team experience creates an environment where innovation thrives, and your team's potential is unlocked. By enhancing team experience, you boost productivity and ensure agility in facing market challenges.

How does this delight your customers?

A team that feels valued, heard, and motivated consistently delivers beyond expectations. Their dedication shines in their output, guaranteeing top-notch solutions, and fostering trust, loyalty, and long-term customer relationships.

How does this empower your team?

By focusing on team experience, you create an environment where every team member feels acknowledged, their potential recognized, and their performance nurtured. This helps them continuously upskill, innovate, and contribute to the company's growth.

Where is this Masterclass available?

The free masterclass and playbook are available at:
<https://howdo.com/masterclass/team/team-experience/>

Business Evolution

MASTERCLASSES

Overview



Business Evolution Teaches You Innovation – for Free

What Is Innovation?

Innovation is the process of introducing new **solutions** to your business.

Solutions can be products, platforms, processes, services, technologies, experiences, and brands.

How Does Innovation Help You?

Innovation helps business leaders:

- **Grow revenue** by identifying untapped markets and creating new solutions. *E.G.: **Amazon** created the cloud computing category by launching AWS.*
- **Decrease operating costs** through automation, continuous improvement, supply chain optimization, and efficient resource use. *E.G.: **Toyota** reduced waste and costs with lean manufacturing and just-in-time inventory.*
- **Delight customers** by improving customer service, anticipating needs, and personalizing experiences. *E.G.: **Netflix** keeps users engaged with AI-based content recommendations, increasing engagement and reducing churn.*
- **Mitigate risks** by proactively identifying and addressing potential threats. *E.G.: **Siemens** uses AI-powered sensors to predict maintenance and prevent failure.*
- **Empower teams** to increase productivity by automating tasks while accelerating creativity. *E.G.: **Google**'s innovation policy led to the creation of two of their most popular products: Gmail and AdSense.*
- **Attract investors.** Investors prefer innovators. *E.G.: The most innovative companies are consistently the most valuable companies: **Alphabet (Google), Amazon, Apple, Meta (Facebook), and Microsoft.***

Business Evolution Gives You a Comprehensive Curriculum

These **Free** Masterclasses Walk You Step-By-Step Through the Innovator's Journey

01

Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

03

Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
- [Weekly Business Reviews](#)
- [Product Management](#)
- [Startup Accelerator](#)
- [Business Incubator](#)
- [Mergers and Acquisitions](#)
- [Research and Development](#)

04

Team



Build talented teams that act with urgency to drive growth.

- [Talent Acquisition](#)
- [Corporate Culture](#)
- [Team Experience](#)
- [Mentorship](#)
- [Communities of Practice](#)

You Are Here

Accelerate your growth with educational videos, full text, and masterclass updates.

Register today on <https://howdo.com> or follow HowDo on [YouTube](#), [LinkedIn](#), [Facebook](#), [X](#) and [Reddit](#)

Business Evolution was Created by an Innovation Expert

West Stringfellow created Business Evolution.

West has over 27 years of experience growing startups and Fortune 500s with innovation:

- **Innovation Leader**
 - **Amazon:** Senior Product Manager
 - **PayPal:** Senior Director, Product & Platform Innovation
 - **Rosetta Stone:** Chief Product Officer
 - **Target:** Vice President, Innovation and Entrepreneur in Residence
 - **Techstars:** Created & led the Techstars + Target Startup Accelerator
 - **Visa:** Vice President, European eCommerce & Innovation
- **Inventor:** Awarded five patents for advertising, payments, and social technologies
- **Entrepreneur:** Sold two patents to a Fortune 50 company
- **Coach:** Empowered hundreds of entrepreneurs, executives, and teams

West founded HowDo in 2017 to democratize innovation.

Dear Innovator,

To help you grow your business using innovation, I'm excited to offer you HowDo's **free** Business Evolution Masterclasses.

These Masterclasses contain actionable insights that you and your team can use to grow your business today. They distill the growth formulas used by the world's most innovative companies into step-by-step guides designed to transform your business ideas into profitable realities.

Having spent nearly three decades navigating the highs and lows of innovating in Fortune 500s and bootstrapped startups, I designed these Masterclasses to work for your business, regardless of size or budget.

I am sharing these Masterclasses as part of my ongoing commitment to democratize innovation.

Wishing you the very best,



West Stringfellow

Founder & CEO, HowDo
Creator, Business Evolution



Team Experience

Masterclass



Content

THE TEAM EXPERIENCE

- Building Culture From The Start
- The Team Experience Matters
- Design Thinking For Team Experience
 - The Never-Ending Feedback Loop
 - Ongoing Growth Opportunities
 - A Safe Work Environment
 - Recognition and Rewards
 - Embrace New Technology Solutions
- Retaining Employees
 - How to Keep and Develop the Best Talent
 - Keep staff committed, engaged
 - Promote goodwill
 - Use intelligent mentoring
 - Train leaders to have an HR mindset
 - Prioritize the Team Experience
 - Bring Talent Management To The Digital Era



BUILDING CULTURE FROM THE START

"If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough."
— Laszlo Bock, CEO of HUMU, Work Rules!

Culture

Culture is the determining factor of whether a work environment is conducive to innovation and success, and leadership dictates the tone.

An undesirable work culture is often characterized by an "us against them" **mindset** between employees and management, which is a common but toxic environment that is guaranteed to asphyxiate any creativity.

Leadership should strive for a **culture of collaboration**, where employees are encouraged to push their boundaries and even make mistakes without fear of recrimination.



Source: [upcounsel](https://www.upcounsel.com)

THE EMPLOYEE EXPERIENCE MATTERS

Loyalty is no longer guaranteed because workers are transient and quick to move on to the next opportunity.

Attracting and Retaining Talent

A survey of Gen Yers by The Guardian found that over 90 percent of millennials don't expect to remain with an employer for more than five years. But a revolving door is expensive.

Attract New Talent

To attract new talent, recruiting must include outreach, branding, and a smooth onboarding experience.



Retain Talent

To retain talent, leadership strategies must provide development programs that bring quick results, lateral movement for maximum skills acquisition, create continuous cycles of promotion, and give employees the tools they need to manage their own careers






Source: [The Guardian](#)

THE EMPLOYEE EXPERIENCE MATTERS

According to Jim Guszcza, Deloitte data scientist, Josh Bersin, entrepreneur and influencer, and Jeff Schwartz, Deloitte HR strategist, employees want more **flexibility, autonomy, and feelings of engagement.**



Figure 4. Factors that contribute to a positive employee experience

| Simply Irresistible Organization™ model | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| Meaningful work | Supportive management | Positive work environment | Growth opportunity | Trust in leadership |
| Autonomy | Clear and transparent goals | Flexible work environment | Training and support on the job | Mission and purpose |
| Select to fit | Coaching | Humanistic workplace | Facilitated talent mobility | Continuous investment in people |
| Small, empowered teams | Investment in development of managers | Culture of recognition | Self-directed, dynamic learning | Transparency and honesty |
| Time for slack | Agile performance management | Fair, inclusive, diverse work environment | High-impact learning culture | Inspiration |
| Cross-organization collaboration and communication | | | | |

Deloitte University Press | dupress.deloitte.com

Source: [Deloitte](https://www.deloitte.com)

DESIGN THINKING FOR EMPLOYEE EXPERIENCE

Employee-Centric

Design thinking places focus on the employee and, in this context, systems and strategies strive to create an employee-centric framework.

Case Studies

Jon Kolko, VP of design at Blackboard, an education software company [described design thinking for HRM](#) as a strategy that “empowers employees to observe behavior and draw conclusions about what people want and need.”

[Cisco](#) changed its HR in 24 hours using this concept, and it can be applied to all HR groups.

The Never-Ending Feedback Loop

Ongoing Growth Opportunities

A Safe Work Environment

Employee Motivation Based on Recognition and Rewards

Embrace New Technology Solutions

Source: [HBR](#), [Cisco](#),

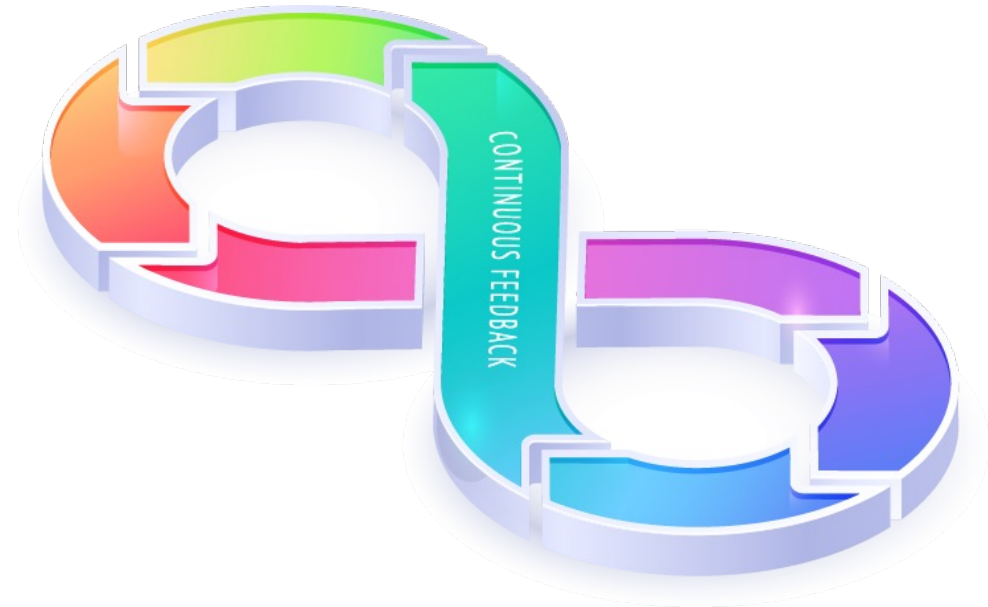
THE NEVER-ENDING FEEDBACK LOOP

Leaders must listen incessantly. They must understand what employees need to be productive, creative, and meet the organization's mission.

The process can be as archaic as walking the floor and asking questions or as technologically advanced as an open forum on Fuze.



The conversation must always be on, and concrete change must occur as a result of the feedback



Employees should have the opportunity to make suggestions, share accomplishments or be informed of leadership decisions.

ONGOING GROWTH OPPORTUNITIES

The ideal Team Experience is one that includes an upward career trajectory, but it must be aligned with the needs and constraints of the organization.

Employee Growth

- In some cases, an employee will max out development potential within an organization, in which case the natural progression is moving to another role with another employer.
- In other cases, investment in employee development pays off during an employee's tenure with a company, and the relationship can continue throughout the employee's career through networks and relationships.

Creative Growth Opportunities

- As time and resources allow, companies can get creative when it comes to growth opportunities.
- Google's Gmail and AdSense initiated a "20 percent time" program, in which employees were given one day each week to work on a work-related side project of their choosing,"



Companies have many options for employee growth. We've outlined some promising tools, such as MOOCs, in our article, "[Becoming a Learning Organization.](#)"

Source: [BusinessInsider](#)

A SAFE WORK ENVIRONMENT

For employees to feel free to flex their creative muscles, they need a work environment in which they feel safe – one that is non-threatening and tolerant of diversity. Diversity is key because the intermingling of different perspectives drawn from different minds is the catalyst for breakthroughs.

Multiple Generations

Today's workplace often has **five generations** from many cultures working together – and each individual should be equally valued for their contribution.



Traditionalists

Baby Boomers

Gen Xers

Millennials

Gen 2020

Source: [Jeanne C Meister and Karie Willyerd](#), cofounders of Future Workplace, explains in the Harvard Business Review)

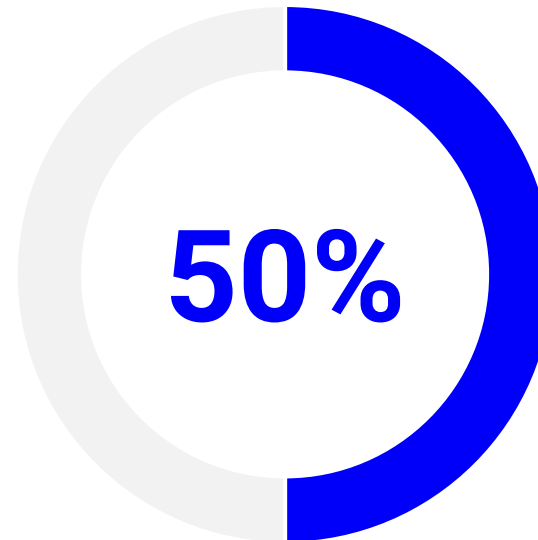
For more on inter-generational and multi-cultural [collaboration](#) see “[Teamwork and Collaboration: Optimizing Diverse, Cross-Functional Teams](#)”

Source: [HBR](#), [Deloitte](#)

EMPLOYEE MOTIVATION BASED ON RECOGNITION AND REWARDS

Achieving employee buy-in can be as easy as explaining the context of an employee's work and the importance of that work within the organization. If employees sense that their efforts are not valued, they are unlikely to be enthusiastic about future projects.

Recognizing and acknowledging contributions can go a long way to fostering a mutually supportive relationship and successful results.



The number of respondents in a [CareerBuilder](#) survey who found that employee recognition – in the form of awards, cash prizes, and company trips – encourage employees to stay with a company.

Source: [HBR](#), [Lai](#), [BusinessInsider](#)

EMBRACE NEW TECHNOLOGY SOLUTIONS

There are many new agile solutions that can simplify employee management using intelligent systems and the right strategy for transformation.

Involve IT Specialists

When considering any technology changes, however, decisions should be made with the input of IT specialists to understand:

- The organization's needs
- The technology involved
- The security issues
- The future infrastructure needs

Considerations

Training

Budgetary Constraints

Expertise

Source: [Deloitte](#)

HOW TO KEEP AND DEVELOP THE BEST TALENT

Sustained, Long-Term Strategy

What do Japanese culture and talent management for innovation have in common?

In a word, “*Kaizen*.” Kaizen is a Japanese term that describes a sustained, long-term strategy to **create incremental changes and improvements in processes over time**.

Staff retention is a crucial component in talent management for innovation, and it requires a similar approach. Like Kaizen, it **must be sustained, always “on,” and engage those involved**.

Keep staff committed, engaged, and resentment free

Promote goodwill

Use intelligent mentoring and staff development programs

Train leaders to have an HR mindset

Prioritize the Team Experience

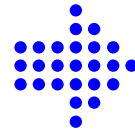
KEEP STAFF COMMITTED, ENGAGED, AND RESENTMENT FREE

Even mild feelings of anger, boredom, or dissatisfaction can cause someone to turn to a recruiter and consider switching employers (as noted by Carly Guthrie, HR Expert & Leader)

Respect Employee Personal Time

According to Guthrie, one reason why employees become disengaged and ultimately quit is because work encroaches on family time.

For example, a manager might consider a happy hour good for building camaraderie, but if a happy hour is scheduled on a Friday, workers leave the office late, get stuck in traffic, and arrive home to their family late.



Respecting personal time will prevent feelings of resentment from seeping into the culture and will promote goodwill.



Source: [First Round Review](#)

PROMOTE GOODWILL

The ideal workplace model is a community with purpose where people are so engaged in collaborating that they feel they are part of something bigger and important.

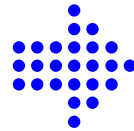


Remote work runs counter to the idea of building a sense of community and a unified culture.

- 38 percent of companies are functionally organized,
- This implies that around 60 percent have cross-functional teams.

IBM Case Study

IBM Corporation, in an attempt to increase falling revenues, [nixed working from home for 2,000 U.S. workers](#), and another 2,000 or so were asked to come to the office more often.



The company was hoping that doing so would lead to more productivity and innovation.

- IBM realizes that the challenge is to maintain goodwill with employees.
- Therefore, the company provides flexibility for some workers for whom close collaboration is less crucial.
- Employees can work from home to accommodate appointments and care needs.

Source: Rebecca Greenfield, contributor to Bloomberg

Source: [Deloitte](#), [Bloomberg](#)

USE INTELLIGENT MENTORING AND STAFF DEVELOPMENT PROGRAMS

Mentoring relationships should be used to ensure employee development is on the right track, not as a performance management tool.

Identify the skills that a person would benefit from acquiring by listening to their opinion and monitoring their progress



Developing a Mentor-Mentee Relationship

- The rationale behind the pairing needs to be communicated to both parties
- An advantage of mentoring is that there is an immediate feedback loop, and it can be easier to spot a problem that might influence retention.
- Mentoring relationships are almost informal check-ins when it comes to employee satisfaction.
- Employees are more likely to confide in mentors if they feel dissatisfied and attracted to external opportunities.

Source: [First Round Review](#), [HowDo](#)

TRAIN LEADERS TO HAVE AN HR MINDSET

If employees feel safe and comfortable enough to talk to their managers and leaders about problems, that's a healthy culture.

Traits Leaders Should Have

Considerations

Empathy For Concerns

Building & Managing Relationships



These are all traits that managers require, and managers should be trained to respond to the questions and issues that HR professionals face.



PRIORITIZE THE EMPLOYEE EXPERIENCE

Find out what motivates employees and what employees look for in an employer.

People who love their workplaces were:

- 94 percent more likely to **perform better**.
- 95 percent **more likely to stay**.



Example: *Corporate Social Responsibility (CSR)*

For example, Sarah Landrum, digital marketing specialist and author, explained that Millennials are attracted to companies that are involved in corporate social responsibility (CSR) because they want to work for the greater good.

Companies that are active in CSR can use that to their advantage in their branding and marketing to attract and retain talent.

Source: [Best Practice Institute](#), [Forbes](#)

BRING TALENT MANAGEMENT TO THE DIGITAL ERA

Digital solutions can offer a way to ensure that your company is successfully engaging employees

Ongoing Process

The steps involved in listening to feedback, processing feedback, and taking actionable steps to address employee needs and concerns must be an ongoing process



Staff Surveys

Staff surveys, for example, [use employee feedback to gauge employee sentiment](#). From these data, changes can be instituted to improve the employee environment.

Engagement Platforms

[Stephanie Czajka](#), PR consultant, provides [examples of engagement platforms](#) include: Highground, which allows employees to set and track quarterly goals; PostBeyond, a platform on which employees can post and share articles; and WooBoard, where staff are rewarded for interacting.

Source: [G2](#), [SolutionsReview](#), [Weidart Group](#)

Congratulations on Completing the Masterclass!

Your path to innovation doesn't stop here – it's just getting started.

Click below to continue learning with free world-class innovation masterclasses.

01

Mindset



Develop the mindsets that drive business innovation and growth.

- [Growth Mindset](#)
- [Resilience](#)
- [Continuous Learning](#)
- [Data-Driven Decisions](#)
- [Customer Obsession](#)

02

Plan



Grow your business by designing solutions that customers need.

- [Customer Analysis](#)
- [Competition Analysis](#)
- [Market Analysis](#)
- [Solution Analysis](#)

03

Tools



Boost growth using proven tools from top companies.

- [Key Performance Indicators](#)
- [Weekly Business Reviews](#)
- [Product Management](#)
- [Startup Accelerator](#)
- [Business Incubator](#)
- [Mergers and Acquisitions](#)
- [Research and Development](#)

04

Team



Build talented teams that act with urgency to drive growth.

- [Talent Acquisition](#)
- [Corporate Culture](#)
- [Team Experience](#)
- [Mentorship](#)
- [Communities of Practice](#)

You Are Here

Accelerate your growth with educational videos, full text, and masterclass updates.

Register today on <https://howdo.com> or follow HowDo on [YouTube](#), [LinkedIn](#), [Facebook](#), [X](#) and [Reddit](#)

West's Closing Note to Innovators

For those driven by a passion to make an impact, solve large problems, and reap significant rewards, successfully innovating stands as one of the most exhilarating and fulfilling pursuits. That said, **just a friendly reminder:**

Knowledge is Power. To empower you, I am sharing the knowledge I have gained from 27+ years of hands-on experience. Please do not stop learning here.

- **Empower yourself with the right knowledge.** Do not rely solely on my experience and knowledge. To determine what is right for you, your team, your business, investors, and customers, do your own research. To help, I have curated thousands of links in Business Evolution's [Masterclasses](#). Use this as the foundation for your further research.
- **Seek multiple experienced perspectives.** Follow relevant experts who share their insights on YouTube, LinkedIn, X, StackOverflow, Reddit, GitHub, or wherever they share their insights. The more you know, the more likely you are to make the right decision.
- **Stuck? Get help.** Others have solved your problem before. They may have even written about it. You may be able to hire them. Or use a generative AI to brainstorm (I'll show you how). In my experience, the joy of the journey is finding answers, learning and growing.

Innovation takes commitment and requires real time, money, and effort.

INNOVATION IS HIGH RISK

- **Innovation involves real risks.** If you fail, you risk your professional reputation, your credibility, your mental health, and your personal wealth.
- **Everyone fails at some point on their journey.** But remember, every great success story 🎉 has its chapters of challenges overcome.
- **To reduce the risk of failure, hire experts and use data-driven decision making, customer-obsession, long-term planning, and continuous improvement.**
- **When you fail, learn quickly from the lessons, ensure you don't repeat the mistakes, and forge ahead only if you assess it is safe to do so.**

Time is our only non-renewable resource. Use yours wisely.

- **Please take time for yourself – especially your health and loved ones.** It's easy to get lost in innovation's allure and lose track of what truly matters.

"Best Wishes Innovating! I hope the Business Evolution Masterclasses help you on your journey." – West Stringfellow

Legal Disclaimer

This video, audio and/or written presentation (the “Presentation”) is presented to you by Potintia, Inc. (dba HowDo) (“HowDo”) and its use by you is governed by HowDo’s Terms of Use located [here](#).

The information contained in this Presentation is solely for your personal, non-commercial use and is for educational and informational purposes only.

No Warranties. The information contained in this Presentation is provided on an “as is” basis, with all faults. **To the extent permitted under applicable law, HowDo and its officers, directors, owners, employees, agents, representatives, suppliers and service providers (collectively, the “HowDo Parties”) expressly disclaim all warranties, representations, and conditions of any kind, whether express or implied.**

No Liability: Release. **To the extent permitted under applicable law, HowDo and the other HowDo Parties disclaim any and all liability to any party for any direct, indirect, implied, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of the information contained in this Presentation. TO THE EXTENT PERMITTED BY APPLICABLE LAW, YOU AGREE TO RELEASE AND WAIVE ANY AND ALL CLAIMS AND/OR LIABILITY AGAINST HOWDO AND THE OTHER HOWDO PARTIES ARISING FROM CONNECTION WITH YOUR USE OF THE INFORMATION CONTAINED IN THIS PRESENTATION.**

No Advice or Reliance. The information contained in this Presentation is not intended to be, should not be understood or construed as, and does not constitute business advice, innovation advice, financial advice, investment advice, trading advice, or any other advice. **You should not rely on the information contained in this Presentation as a basis for making any decision. You are solely responsible for evaluating any such decision to determine the appropriate course for you in light of all relevant circumstances and factors. Any use by you of the information contained in this Presentation is solely at your own risk. We disclaim all liability and responsibility arising from any reliance placed on information contained in this Presentation by you or anyone who may be informed of such information.**

Without limiting the prior paragraph, the information contained in this Presentation does not constitute professional or expert advice in any regulated field, such as, but limited to, the financial, legal, or medical fields, and does not provide guidance in any such field. You should always consult with a qualified professional or expert for any such advice or guidance. Never disregard professional or expert advice or delay in seeking it because of something you have read or seen in this Presentation.

No Guarantee of Results. This Presentation relates to innovation, which is inherently risky. There is a high likelihood that any innovation will fail. Any case studies, testimonials, financial or other results or other examples contained in this presentation are for illustrative purposes only, and do not guarantee any future performance or results. Each circumstance is different, and your results may vary. **You are solely responsible for, and HowDo and the other HowDo Parties take no responsibility for, your work and its success or failure.**

No Guarantees of Accuracy, Applicability, Fitness or Completeness. The information contained in this Presentation is believed to be accurate, but HowDo and the HowDo Parties make no warranties as to its accuracy, applicability, fitness, or completeness and take no responsibility for any errors or omissions.

No Endorsement of Third Parties or Third-Party Opinions or Materials. Reference or links to any other person or entity or any product, service, website, content or other materials (collectively “Materials”) of any other person or entity does not imply endorsement by HowDo of such person, entity, or Materials. Any individuals or companies referenced or quoted have no official affiliation with HowDo unless explicitly stated, and their opinions do not necessarily reflect the views of HowDo. HowDo assumes no liability for any third party or their opinions or Materials.

Copyright Protection. This Presentation is protected by U.S. and international copyright laws. You may not reproduce, distribute, modify, create derivative works of, publicly display, publicly perform, republish or transmit any portion of this Presentation without the prior written consent of HowDo. Notwithstanding the foregoing, you may print one copy of any written portion of this Presentation for your permitted personal, non-commercial use and not for further reproduction, publication, or distribution. Copyright © 2024. All rights reserved.

HowDo[®]