

HARNESS THE HUMAN EXPERIENCE

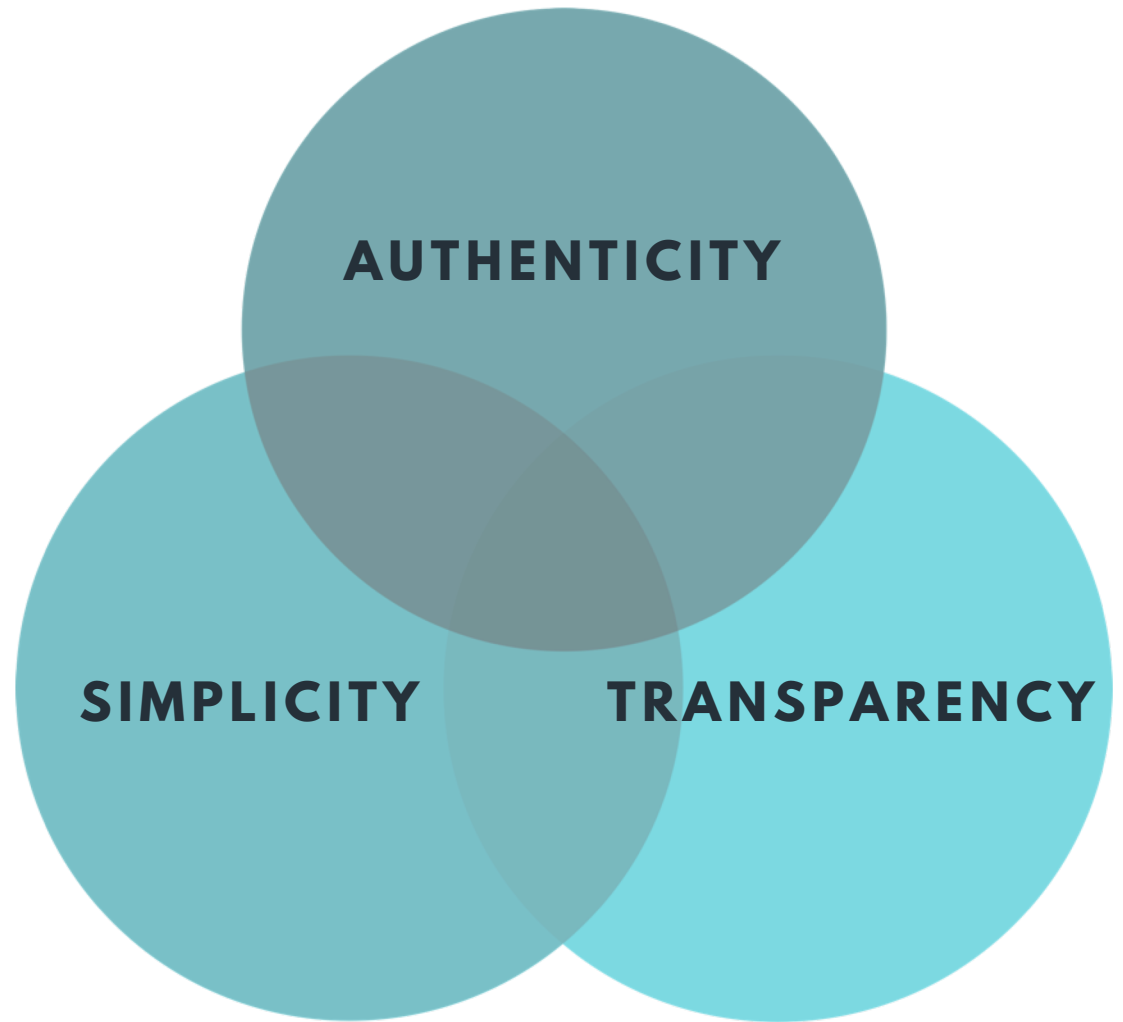
BEYOND DIGITAL

TO DRIVE GROWTH



Centrally **Human**

HUMAN-CENTRIC SHIFT



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6 SECRETS TO EMBRACE THE HUMAN-CENTRIC SHIFT

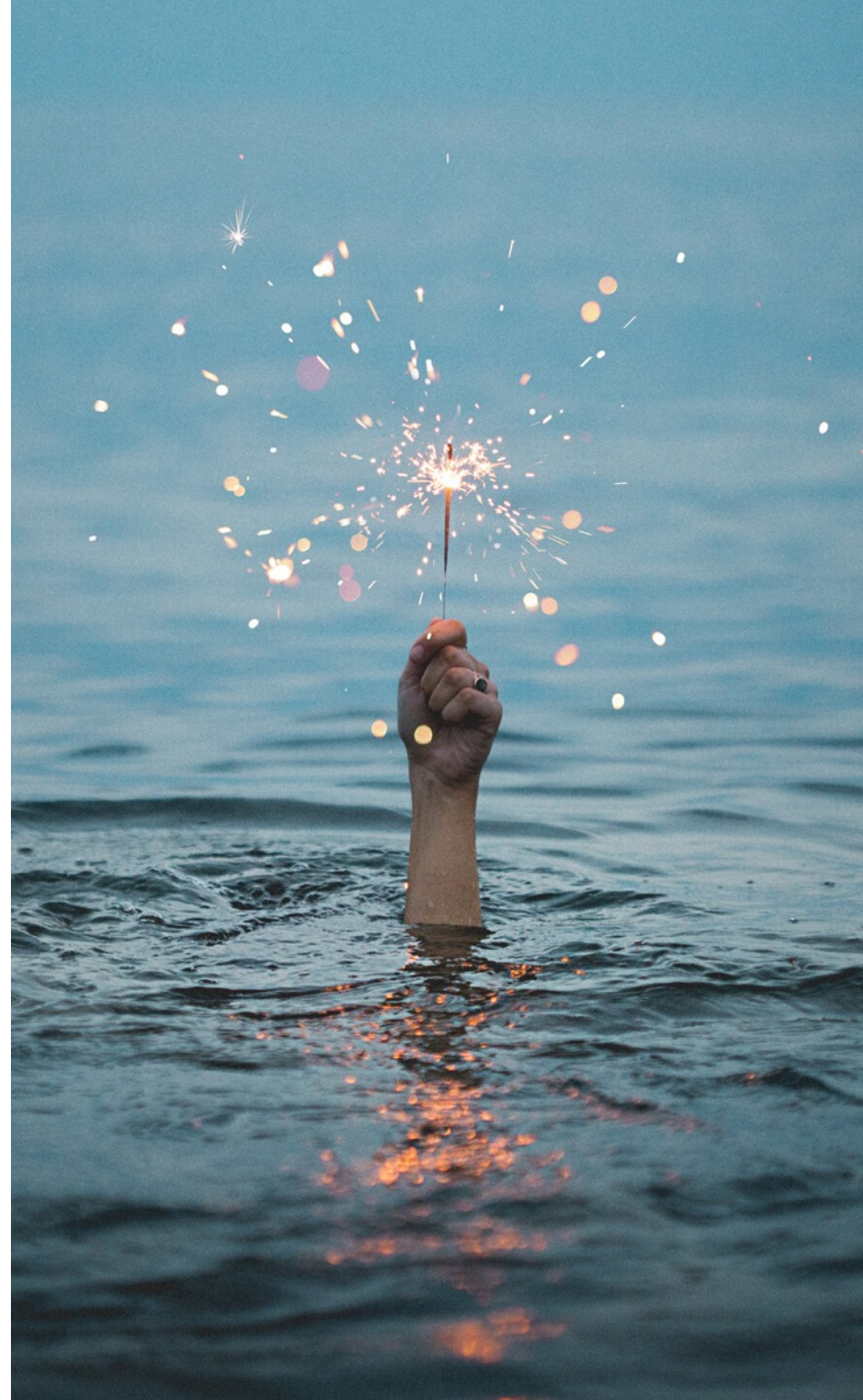


01

FIND YOUR
BRAND SOUL



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02

PLAN FOR THE
FUTURE



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03

ARCHITECT THE
INTERSECTIONS



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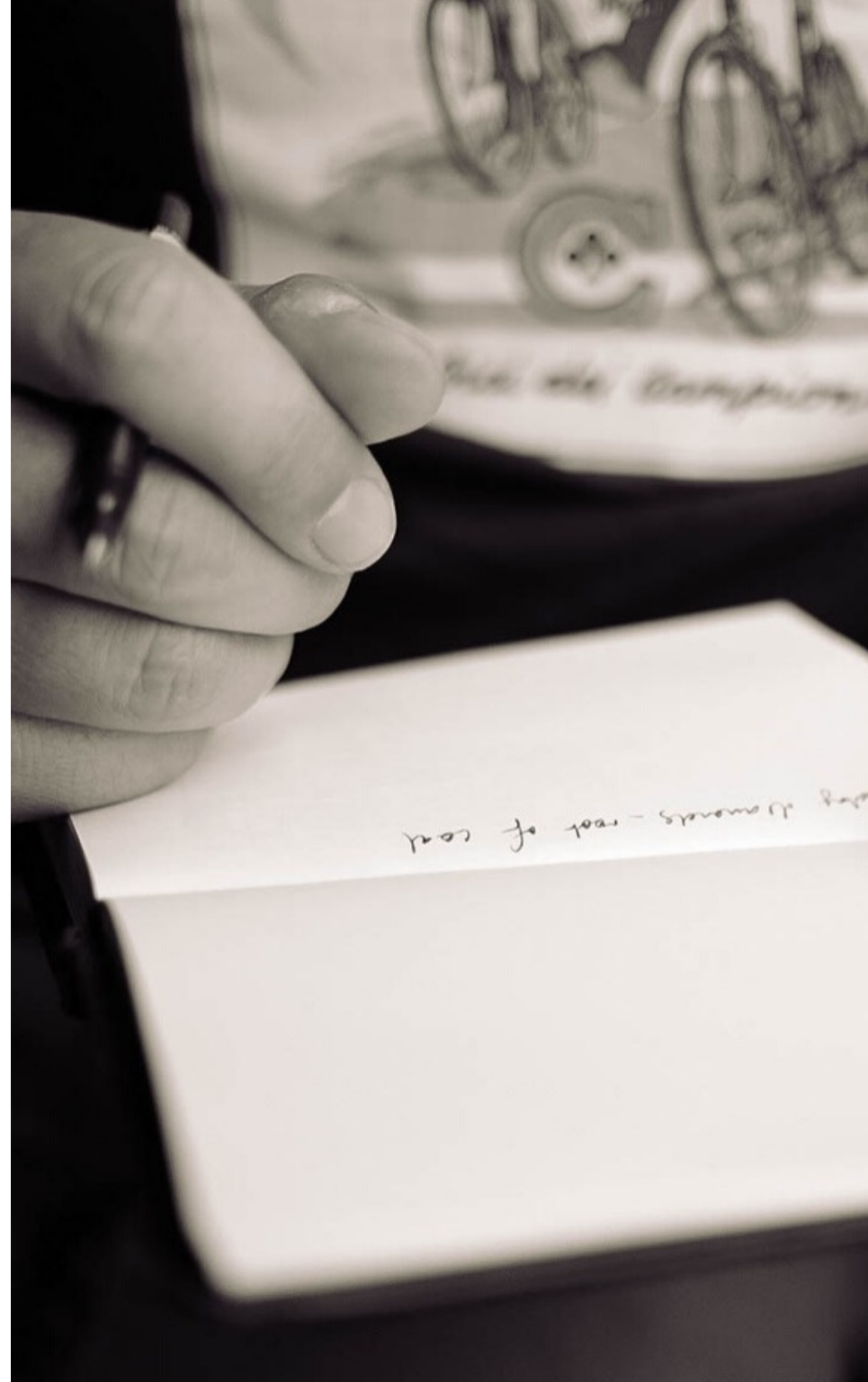


04

BECOME A
JOURNALIST



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05

USE INTRINSIC MOTIVATORS

Altruism
Autonomy
Collaboration
Influence
Innovation
Learning
Ownership
Rationality
Recognition
Values



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06

REDEFINE
INNOVATION



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REIMAGINING
SOMETHING IN
EXISTENCE FOR
BUSINESS OR
FUNCTIONAL AREA

NEW

CREATING
SOMETHING NEW
THAT CHANGES ORG.,
MARKET OR
CREATES A NEW
MARKET

ITERATIVE



EXPANSIVE

SMALL OR SUBTLE
ADJUSTMENT OF
EXISTING PROCESS
OR PRODUCT THAT
AFFECTS AREA OR
TEAM

OPTIMIZE

COMPLETE RE-WORK
OF EXISTING
PROCESS OR
PRODUCT THAT
AFFECTS
ORGANIZATION

6 SECRETS TO MARKET TO HUMAN EXPERIENCE

- 01 DEFINE YOURSELF
- 02 PLAN FOR THE FUTURE
- 03 ARCHITECT THE INTERSECTIONS
- 04 BECOME A JOURNALIST
- 05 USE INTRINSIC MOTIVATORS
- 06 REDEFINE INNOVATION



WHAT YOU DO CAN FOR \$0



- Check in with your employees on their communication style and needs, and adapt for each person. Too many meetings, fewer meetings, more optional zoom networking?
- Educate on psychological safety and have conversations on what will work for them to promote.
- Encourage taking a real day off and creating true "breaks" during their day
- Be transparent about how and how long their role is funded, so they can financially plan and prepare.
- Educate on the importance of light, air and water quality at home.

IMPACT WITH R-O-I



For less than \$20,000 for your ENTIRE organization, get measurable and sustainable productivity & revenue growth. ROI analysis and tracking included.

- Growth Workshop: \$3,000 flat fee
- Growth Program: \$15,000 flat fee
- 1x1 professional coaching for employees and leaders (\$50/hour or \$400 for 10 sessions)
- \$99 online Innovation course for your team

Email Kim@CentrallyHuman.com & mention code **ACN2020**

THANK YOU!



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