

THE CHANGING FACE OF CHANGE

3 trends affecting how project customers respond to change



Elizabeth Harrin



2008

“New” ways of working
were in their infancy



VIDEO



AI & BOTS



**PERCEIVED
CUSTOMISATION**



TRENDS

PROJECT MANAGEMENT DOESN'T CREATE BIG TRENDS

but we have to implement
change within them

1

VIDEO
IS ON
THE RISE

32% use social media to share images and videos

Chart of the Day

11 JANUARY 2018



Top 10 Reasons for Social Media Usage

Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media



Question: What are your main reasons for using social media?

Source: GlobalWebIndex Q3 2017 | **Base:** 77,814 Internet Users aged 16-64



86%
use YouTube

Chart of the Day

18 JANUARY 2018



Affluent Consumers' Social Media Habits

99% of Affluent Consumers have visited / used a social network in the past month

2:24 the daily average time spent on social networks in hours:minutes

AFFLUENT CONSUMERS' TOP SOCIAL NETWORKS*

% of Affluent Consumers outside China who say they have visited the following in the past month



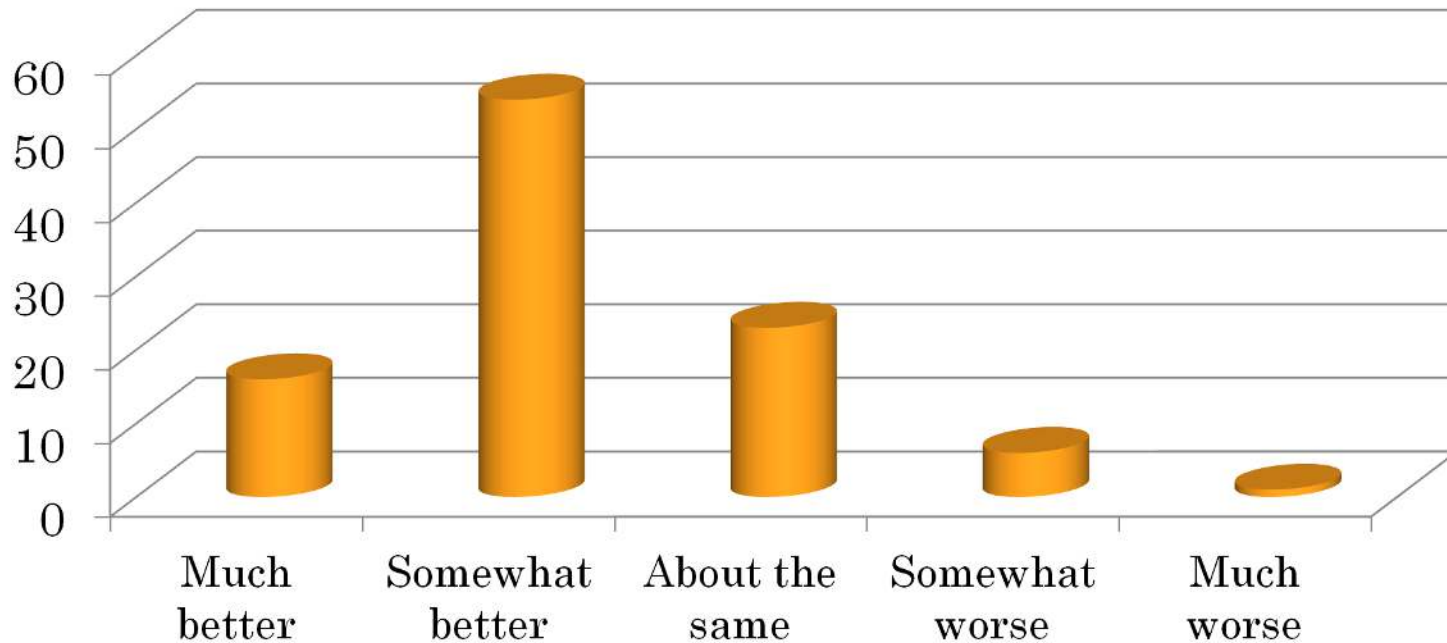
*Affluent Consumers are defined as internet users aged 16-64 who fall into the top quintile of our Social Grading Segmentation

	%	IDX
YOUTUBE	86	1.06
FACEBOOK	83	1.05
WHATSAPP	60	1.09
FB MESSENGER	58	1.12
INSTAGRAM	57	1.19
TWITTER	53	1.32
LINKEDIN	42	1.66
PINTEREST	34	1.35
SNAPCHAT	27	1.26
LINE	21	1.24

Question: In the past month, which of the following things have you done on the internet via any device? // Roughly how many hours do you spend engaging with / connected to social media during a typical day? // Which of the following sites / applications have you visited or used in the past month via your PC / Laptop, Mobile or Tablet? | **Source:** GlobalWebIndex Q2 2017

Base: 17,126 Affluent Consumers aged 16-64 (16,449 outside China)

VIDEO CONVERTS



70%
report video converts
better than other
types of content

Source: Demand Metric/Vidyard, Nov 2017

People want video



- Incorporate video carefully
- Low engagement medium
- Consider alternatives

6% engagement



New Podcast for Project Leaders

Project Management Institute
about 4 months ago · 🌐

Stay ahead of new trends with #Projectified, the official PMI podcast. Listen/Subscribe: <http://ow.ly/YFkC30ghItQ>

👍👎👁️ 253 33 Shares 4.5k Views

👍 Like 💬 Comment ➦ Share 👤

Comments Up next



Consumers want to buy everything—including their groceries—online.
Project Management Institute
3 Views



Agile is no longer an enemy of the state. PM Network® talks to
Project Management Institute
11 Views



PMBOK® Guide - 6th Edition Translations
Project Management Institute
2.6k Views



Highlights from Davos: The Business Case for Openness
Project Management Institute
1.9k Views



PM For Educators
Project Management Institute
1.8k Views

What's Your Pay Gap?

Women earn less than men in 439 of 446 major U.S. occupations, a Wall Street Journal examination of the gender pay gap found.

They earn more than men in seven occupations ↕

Enter your profession here ↻

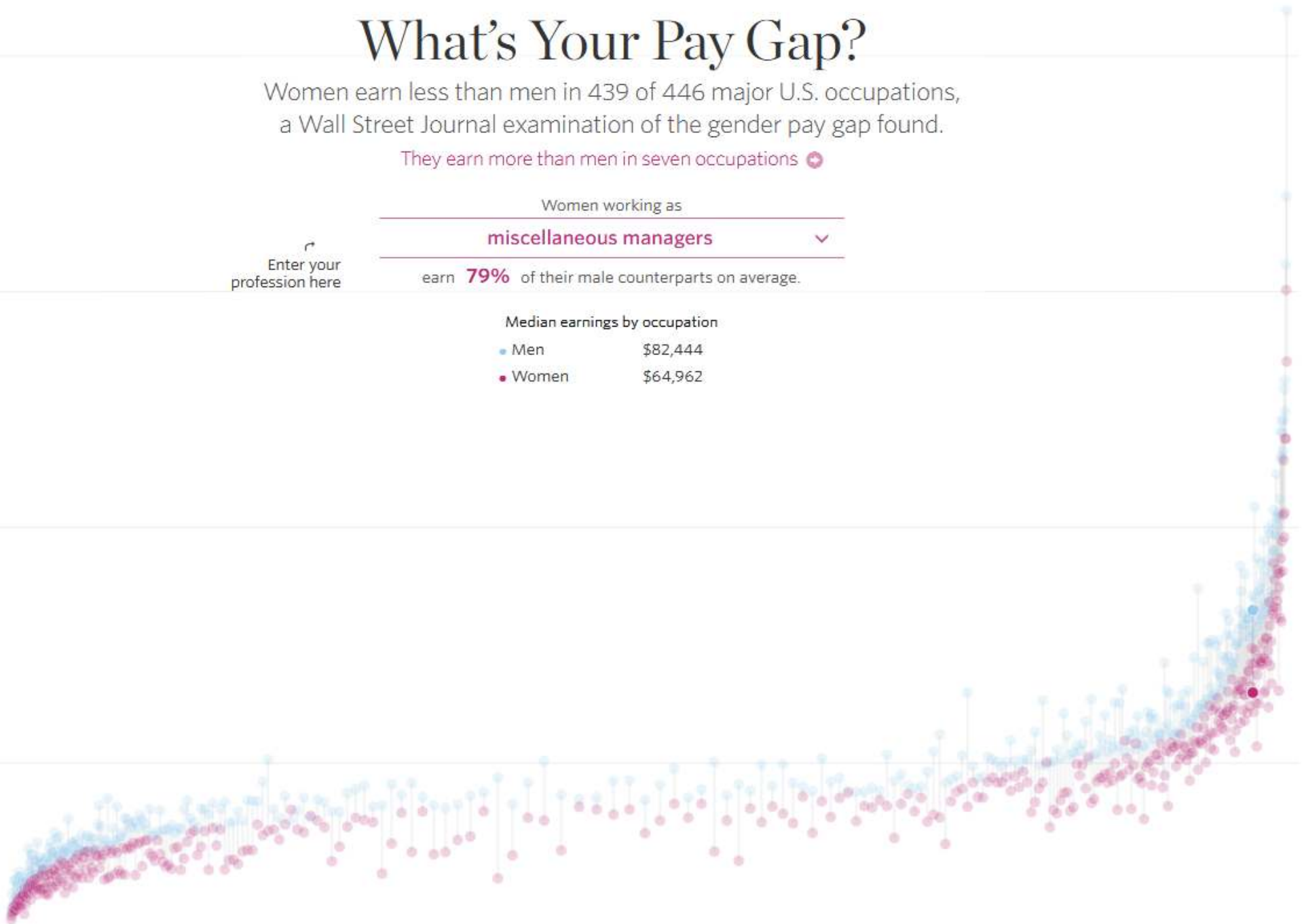
Women working as
miscellaneous managers ▼

earn **79%** of their male counterparts on average.

Median earnings by occupation

- Men \$82,444
- Women \$64,962

\$200,000
\$150,000
\$100,000
\$50,000





HOW
COULD YOU
USE VIDEO?

2

CUSTOMISATION IS KING

People respond better to
customised products





Business Banking

**We care about your business.
We care about you.**

Can you let us know a bit about yourself

I'm new to business banking
and need more information

I'm looking to switch my
business account

I run a registered charity, co-
operative or social enterprise

I'm an existing customer and
need to know more



Our products and services
**Find a current account
that suits your business**



Our values
**We are different, we
champion ethical
banking**



Business banking
**FSB members get an
exclusive account**

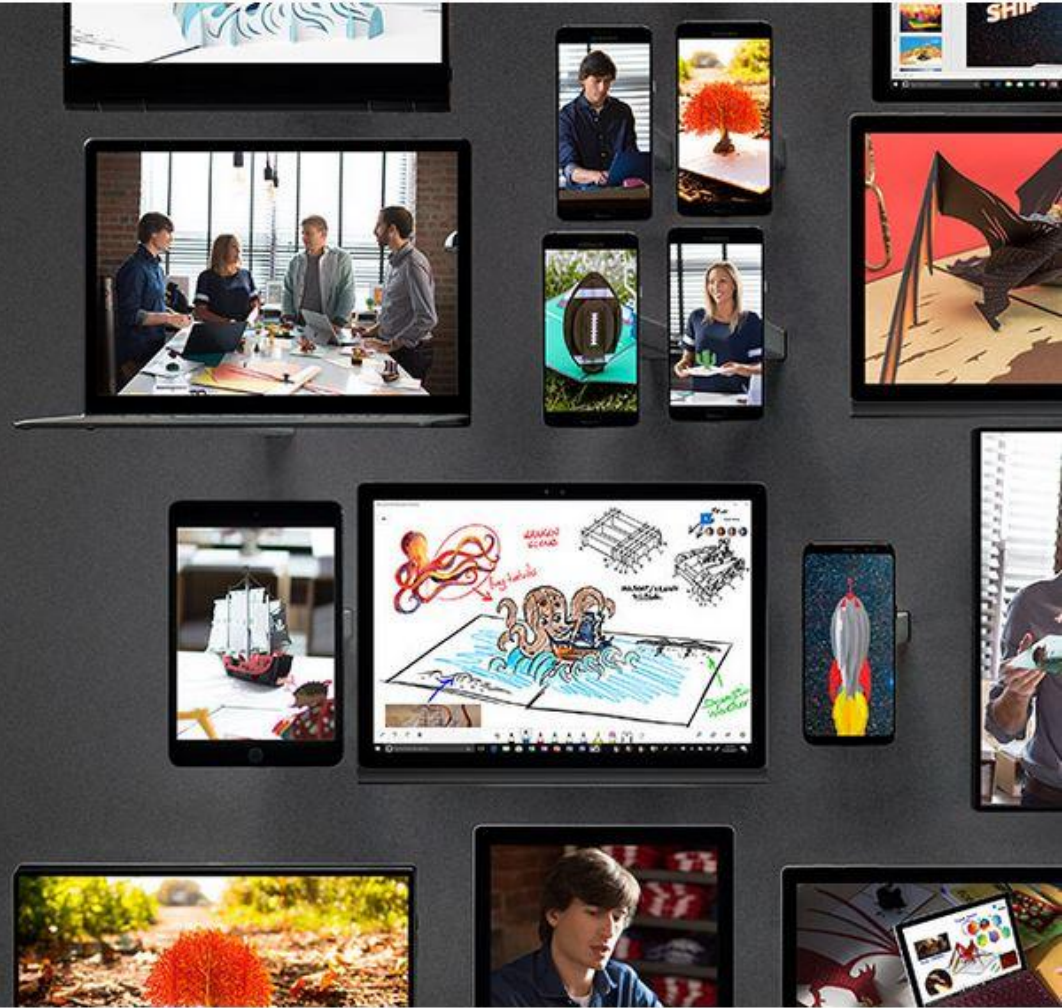
Bring your ideas to life with Office 365

Explore how Office 365 helps the people of Lovepop take their creativity and teamwork to new heights.

For home

For business

LEARN MORE >



What is Office 365

Office 365 is a cloud-based subscription service that brings together the best tools for the way people work today. By combining best-in-class apps like Excel and Outlook with powerful cloud services like OneDrive and Microsoft Teams, Office 365 lets anyone create and share anywhere on any device.

Learn more about Office 365

[HOME](#) > [SMALL BUSINESS](#) > [ENTERPRISE](#) > [EDUCATION](#) >

CUSTOMISED PRODUCTS



**WILLINGNESS
TO PAY**



**PURCHASE
INTENTION**



ATTITUDE

Let people choose their segments



- Rethink stakeholder categorisation
- Make information relevant...
- ...without creating noise



**COULD YOU
CATEGORISE
STAKEHOLDERS
DIFFERENTLY?**

THE BOTS ARE COMING

26% interact with a bot
on social sites

Chart of the Day

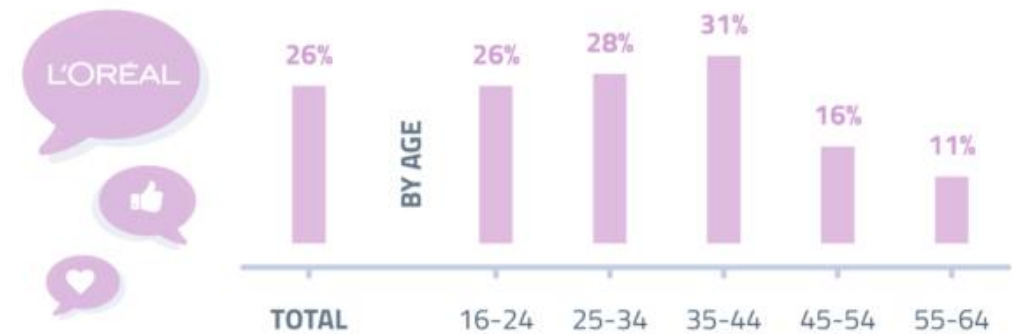
24 JANUARY 2018



The Potential for Chatbots among L'Oréal Customers

L'Oréal Consumers and Brand Conversations on Social

% of L'Oréal Consumers who asked a question to a brand on a social network/
interacted with a brand on a messaging app in the last month



Question: Which of the following actions have you done in the past month?

Source: GlobalWebIndex Q3 2017 | **Base:** 8,274 L'Oréal Consumers aged 16-64



**NATURAL
LANGUAGE
PROCESSING**



**IMAGE
RECOGNITION**



**MACHINE
LEARNING**

ARTIFICIAL INTELLIGENCE





BOTS at work

Welcome to our little slice of the internet!!

We are excited to have you as a part of our brainstorming group!! We love to geek out about the algorithm - together!!

We will send you more messages with resources soon. Stay tuned. If you ever change your mind and want us to stop chatting, reply with STOP

22 FEBRUARY 17:09

LIVE CLASS... just a couple of weeks ago, one of the folks in Moolah...

FULLY FUNDED THEIR KICKSTARTER IN 12 HOURS!!

That is CRAZY!

Want to learn how he did it??

Join us, Noon CDT for this week's live class.

[Send me the replay](#)

[Take me to it](#)

[Can I Teach a Class](#)

22 FEBRUARY 18:51

[Send me the replay](#)

Awesome. We keep the replay up on our page for a few days/weeks:

<https://www.facebook.com/moolahMarketer/>

[Send me there](#)

Rooty

Rooty

Hil

I'm Rooty, Demand Metric's online helper bot. How can I help you today?

I'd like to speak to speak to a human to see behind the membership curtain

Rooty

Sounds good!

Unfortunately, it looks like my humans are away right now so we'll need to leave them a message.

Can you please tell me your **name, company and work email**?

Without these my humans can't reach you when they're back online.

elizabeth@otobosgroup.com

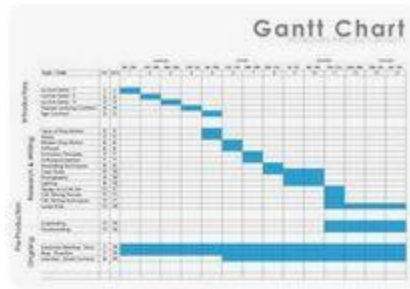
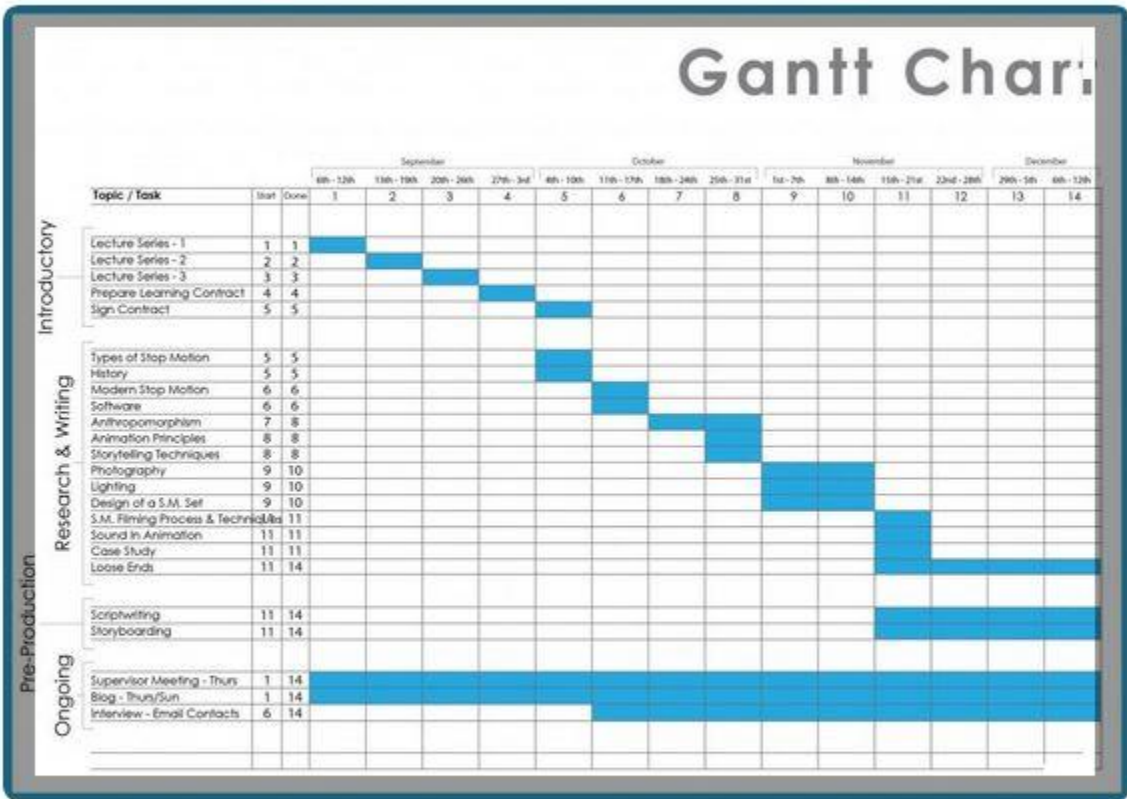
Rooty

Thanks!

What is your job title/role?

Visually similar results

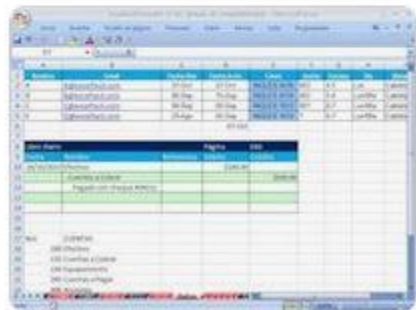
excellent chart template



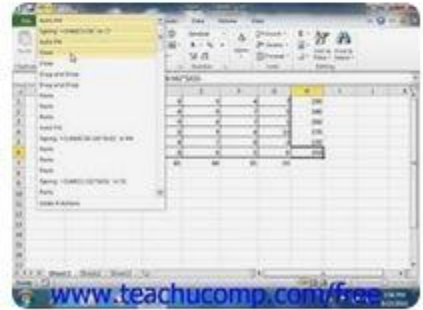
A common error made by those who equate Gantt chart design...



Microsoft Excel - Setting up Stocks Spreadsheet. - YouTube



Excel Facil Truco #72: Referencias de Celdas en Otras... by Excel Fácil



Learn about the undo button in Microsoft Excel at... by teachucompinc

Pinterest image search

Predictive text



project management

project management **courses**

project management **jobs**

project management **skills**

project management **qualifications**

project management **software**

project management **tools**

project management **techniques**

project management **institute**

project management **certification**

project management **apprenticeship**

Google Search

I'm Feeling Lucky


Report inappropriate predictions

IBM Watson Analytics
*New Discovery Set


↺
↻
🔗
📺
31d
🔊
👤
?

Choose a type

Recommended




Bar




Treemap


Others




Area




Bubble




Combination




Decision tree




Dial




Grid




Heatmap




Line




Network




Packed bubble




Pie



Spiral



Summary




Table

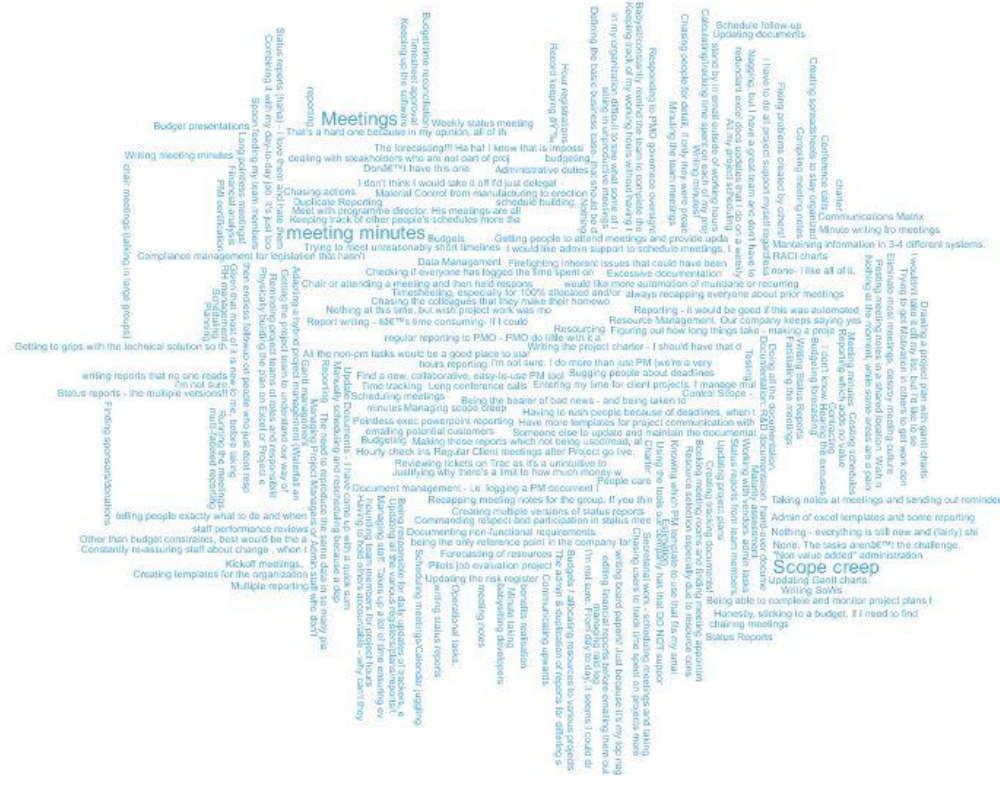
Untitled 1
+

What are the most common values of **If you could take one PM task off your to do list, what would it be?** ⊗ ?

Filtered by **If you could take one PM task off your to do list, what would it be?: 208 selected** ⊗

AGE (Count distinct)





If you could take one P... ⌵ +

AGE (Count distinct) ⌵ >

Color 🔍

Multiplier 🔍

What training ...
If you could ta...
AGE
CHALLENGE
CONTACT PR...
HYPER
How ⌵ ⊕ ⌵

More time for creative problem solving



- Watch for what's coming
- Think creatively about how you could use AI/bots



GirlsGuideToPM.com

Questions?

Thanks

