



# SMALL BUT MIGHTY TEAMS

Engaging every individual

# CREATIVE COMMUNICATIONS

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- > Comprehensive shared services group of the University of Washington
- > Graphic communications, mailing services, student services and departmental programs
- > **74** employees, **12** Lean teams est. since 2010



# THE IT GROUP

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- > Supports C2 print production workflow
- > Supports DawgPrints pay-to-print system – **3,035,174 prints** and **1,046,044 scans** last year
- > Maintains **85** file, application, and print servers in a virtual environment



# CLIENT SERVICES GROUP

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- > Provides project support to all **3 UW campuses** and all of **UW Medicine**
- > First point of contact for customers, owns order intake, and handles all project issues
- > **4,132** unique projects managed last fiscal year



# TEAM ENGAGEMENT

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- > Consistency of Lean Efforts
- > Focused Huddles and Meetings
- > Equal Participation & Respect
- > How Individuals Align with Departmental Strategy
- > Make it Meaningful: Keeping the Customer Front and Center





# CONSISTENCY OF LEAN EFFORTS

- > Stick to the Lean schedule
- > Meet even when team members are unavailable
- > Keep doing it until not doing it seems odd

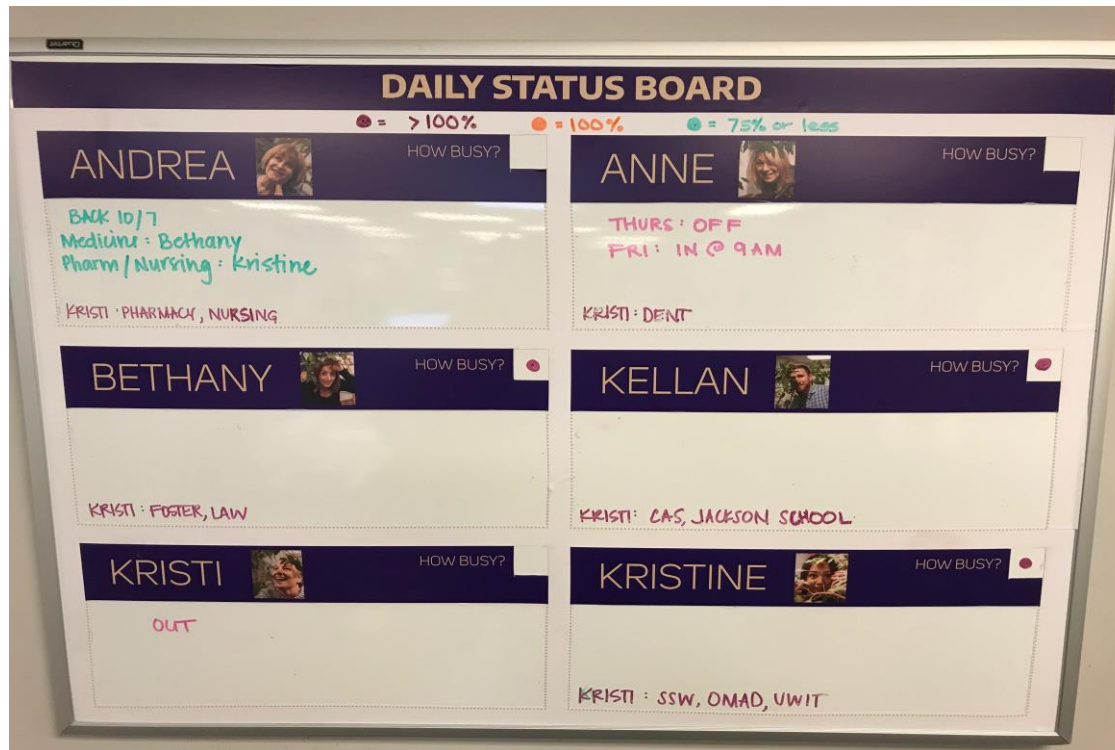


Account Managers	Daily		
Accounting	8:30	Weekly	Monthly
C2 Leaders/Mt. C2	9:45	Tuesday 10:00	1 <sup>st</sup> Tuesday
iGen and Bindery	9:00	Wednesday 2:00	4 <sup>th</sup> Wednesday
IS	12:30	Thursday 9:00	3 <sup>rd</sup> Thursday
Mailing Services	10:00	Wednesday 12:30	4 <sup>th</sup> Wednesday
Web/Design	8:30	Thursday 2:30	3 <sup>rd</sup> Thursday
Copy Centers	9:30	Tuesday 1:30	Last Tuesday
Mail Prep	8:25	Thursday 2:30	4 <sup>th</sup> Thursday
Mail Rating	8:00	Monday 1:00	4 <sup>th</sup> Monday
Copy Center Supervisor	8:45	Thursday 11:00	Last Thursday
Mailing Sorting	9:30	Wednesday 1:00	1 <sup>st</sup> Thursday
Shipping	7:30	Thursday 11:00	Last Thursday
	8:40	Wednesday 12:00	2 <sup>nd</sup> Wednesday



# CONSISTENCY OF LEAN EFFORTS

## Client Services team huddle board



Find the  
purpose for  
YOUR huddle



# FOCUSED HUDDLES AND LEAN MEETINGS

- > Stand up!
- > Meet weekly at Lean board away from workspace
- > No electronic devices





# FOCUSED HUDDLES AND LEAN MEETINGS

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- > Stick to the flow
- > Do your best to not let your Lean board get stale
- > Respect the contributions of each individual



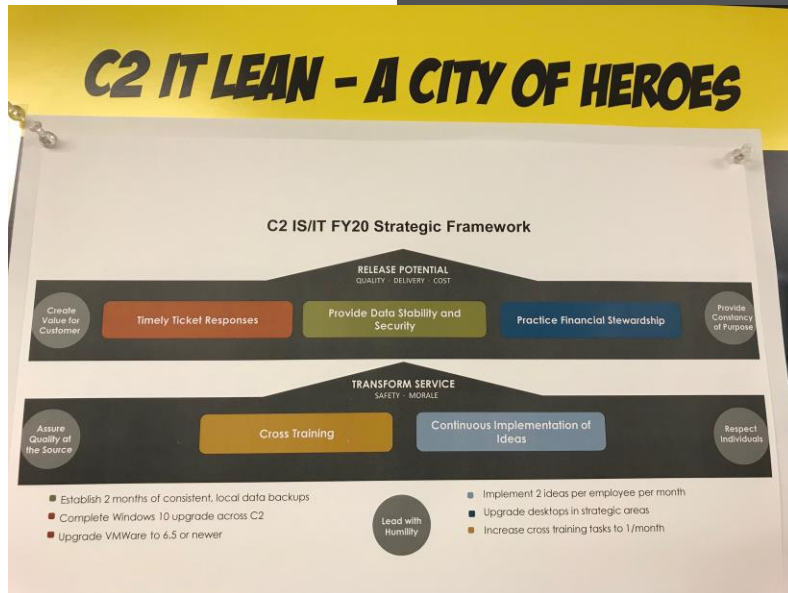
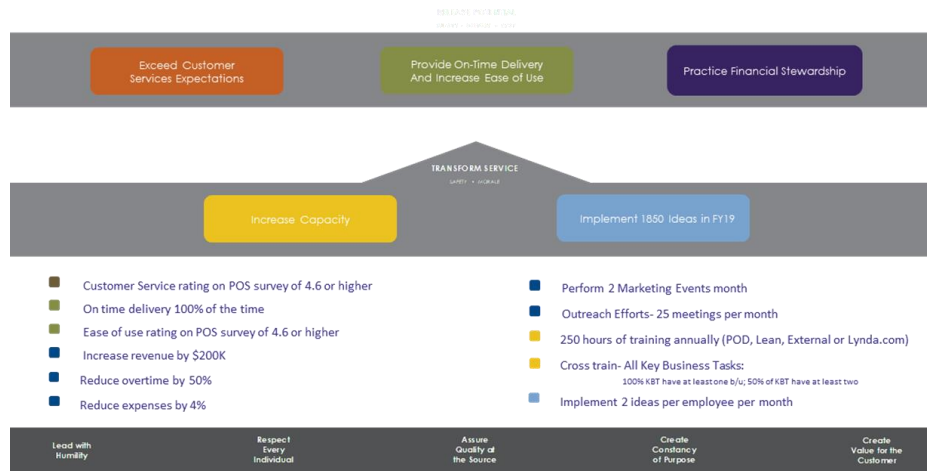
# EQUAL PARTICIPATION

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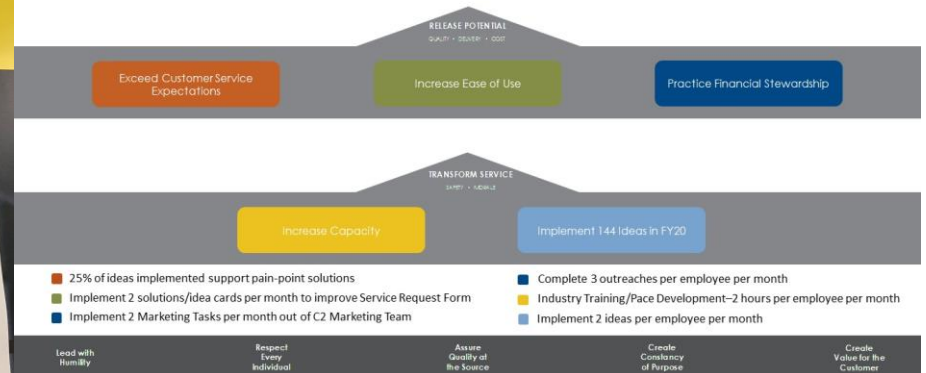
- > Rotate role of meeting leader among team members
- > Maintain involvement in the Lean meeting flow
- > Creates improved understanding of Lean process



# STRATEGIC FRAMEWORK ALIGNMENT

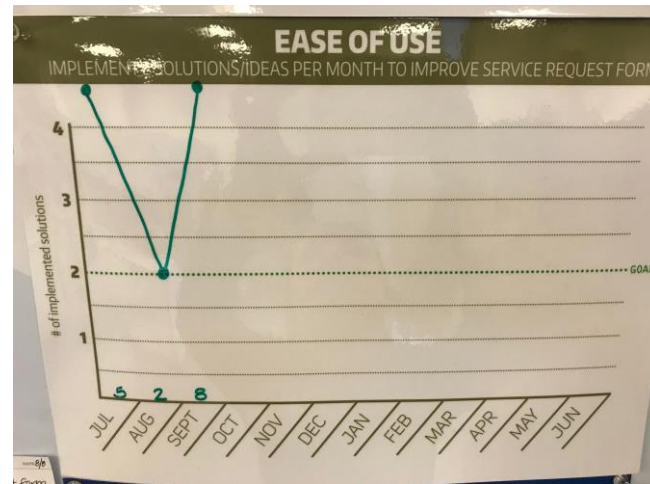


## C2 Account Managers FY20 Strategic Framework



# ALIGNMENT: MAKE IT MEANINGFUL

- > Team goals and metrics focused on the customer: Keep the customer front and center
- > Strategy alignment ensures their efforts positively impact departmental strategy





# SO, HOW ARE WE DOING?

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- > **224 outreaches** done by Client Services last fiscal year
- > **\$680,969** in new revenue last year
- > **4.58 out of 5.0** for Customer Experience and **4.74 out of 5.0** for Ease of Use on our quarterly customer survey, September 2019
- > **192 ideas** implemented last fiscal year



# TAKEAWAYS

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- > Consistency, Focus, and Engagement
- > Find what works for your team
- > Create value in your huddles and meetings

... Questions?

