

# BUSINESS AGILITY NYC 2019



For Immediate Release: March 14, 2019

## Company Cracks The Code To Human-Centered Employee Development

It's time for your performance evaluation." These six words sucked the life out of Brandon every time they were uttered at work. He isn't alone, employee development is one of the most feared phrases in corporate life. Why is that? What is it about traditional ED methods that make it painful? Is there a better way? Join Brandon to hear how they were able to breathe new life into the use of press releases. Maybe they can

# FOUNDATION OF BUSINESS AGILITY?





# FOUNDATION OF BUSINESS AGILITY?

People

# WORK IS CHANGING





# WORK IS CHANGING

“Always On”

# WORK IS CHANGING

“Liquid workforce”

“Always On”



# ANNUAL REVIEW



# ANNUAL REVIEW

Company-centric



# ANNUAL REVIEW

Company-centric

Inflexible

# ANNUAL REVIEW

Impersonal

Company-centric

Inflexible



# AN ALTERNATIVE: PRESS RELEASE



# AN ALTERNATIVE: PRESS RELEASE

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## **Putting People First Scores Another Win**

*Brandon Carlson helps another teammate achieve their goals*

**Des Moines, IA:** Today, Brandon Carlson, the founder of IT services company Lean TECHniques, announced another success story as he stood along side entrepreneur, Sarah Brown, who has just sold her company, Pain.Less, for \$20M. Over six years in the making, Sarah, a former Lean TECHniques employee, approached Brandon with the idea for Pain.Less. Brandon, who has a desire for helping people achieve their goals and improve their lives, thought the idea sounded great and was happy to be asked to be involved.

It wasn't easy. Brandon doesn't like to over invest in bad ideas, so he held off Sarah's desire to build her solution and insisted they spend countless hours performing customer interviews and running experiments, reducing risk and gaining confidence in the product's potential. After the interviews were complete, they had identified their early adopters and started building the initial solution. It went live after 8 months and people started using the product. "After I saw how much the early adopters were using the system, telling their friends about how easy Pain.Less was and the difference it was making in their lives, I knew we had something special." Brandon said when discussing the initial early adopter release. Sarah, who was also asked about the initial launch said, "The amount of feedback we received was overwhelming, but it really helped us steer the product to the solution we have today. For that I'm grateful."

Subsequent releases came quickly as they started to build out the organization's sales pipeline and broaden their target market. With that growth came pressure to get outside financing, but the team insisted on bootstrapping the company themselves. This slowed



# CHALLENGES



# CHALLENGES



Infrequent



# CHALLENGES

“This is cheesy”

Infrequent

# CHALLENGES

“This is cheesy”

Infrequent

Hard!



# CHALLENGES

The background of the slide features a photograph of a person in athletic gear climbing a steep, textured rock face. The climber is positioned on the left side of the frame, reaching upwards. In the background, there are rolling hills or mountains under a clear sky. The entire image is overlaid with a semi-transparent blue filter.

Too Personal!

“This is cheesy”

Infrequent

Hard!

# CHALLENGES



Blurry lines

Too Personal!

“This is cheesy”

Infrequent

Hard!



# OUTCOMES



# OUTCOMES

“I’m over 40 and I’ve never thought about my life like this. This is a great exercise.”



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“I’m over 40 and I’ve never thought about my life like this. This is a great exercise.”

Team finds  
connections outside  
of the office



# OUTCOMES

“I’m over 40 and I’ve never thought about my life like this. This is a great exercise.”

Rewards  
based on  
interests

Team finds  
connections outside  
of the office



# OUTCOMES

“I’m over 40 and I’ve never thought about my life like this. This is a great exercise.”

“I quit!”

Rewards  
based on  
interests

Team finds  
connections outside  
of the office



# PEOPLE OVER PROCESS

To enable business agility, focus on building an environment where people can thrive both personally and professionally. You will be rewarded handsomely.



PEOPLE OVER PROCESS



Happiness

is the secret ingredient for  
**SUCCESSFUL  
BUSINESSES.**

— If you have a —  
*happy company*  
— it will be —

invincible.



Richard Branson

agility,  
people  
onally  
You will  
omely.