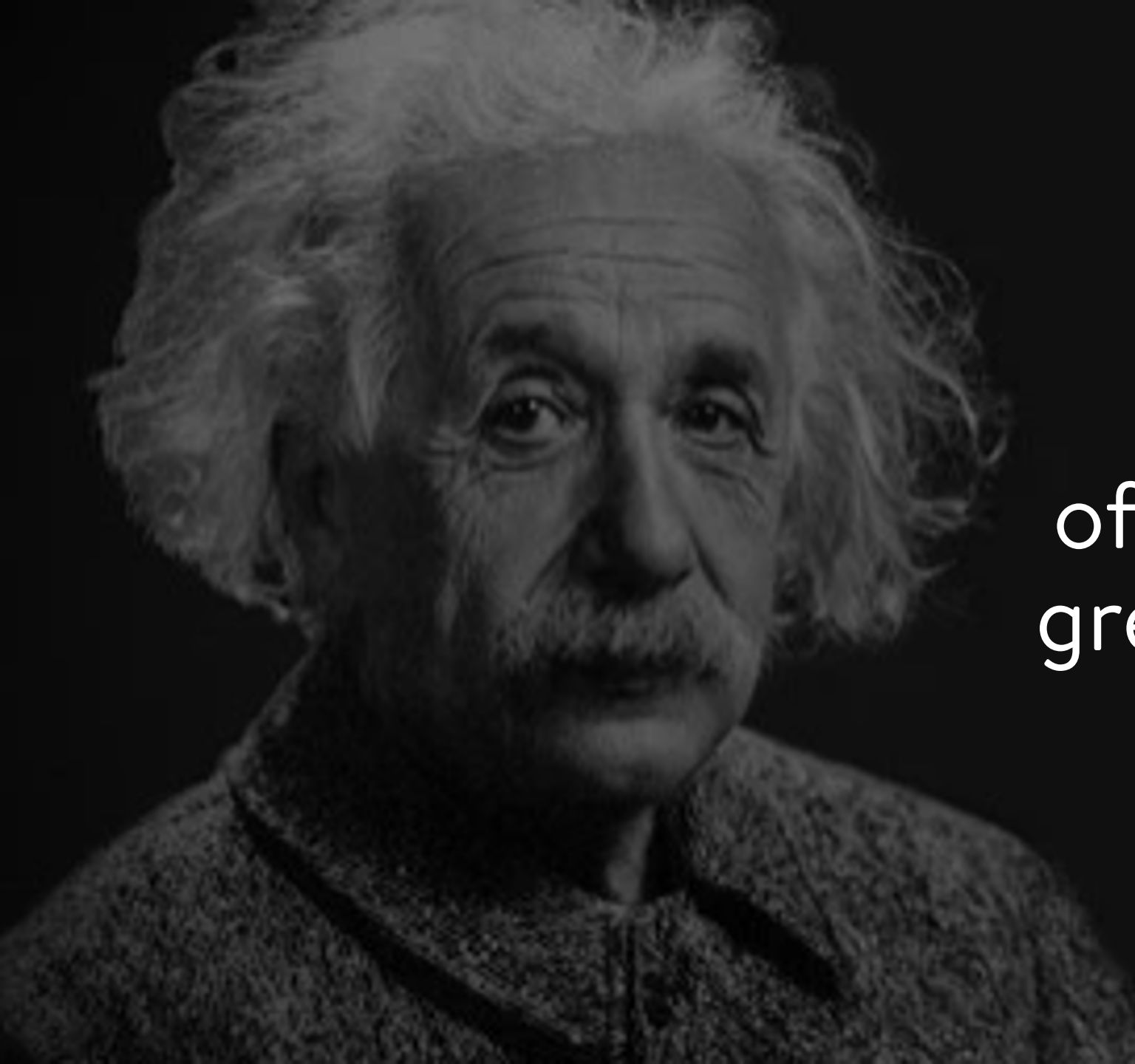


POST-PANDEMIC PREDICTIONS

"NEW NORMAL" OPPORTUNITIES FOR
IN-HOUSE AGENCIES

NORDSTROM
TRUNK CLUB



“In the midst
of every crisis, lies
great opportunity.”

-ALBERT EINSTEIN

HELLO – I’M MAUREEN!



SENIOR DIRECTOR, CREATIVE & EVENTS,
NORDSTROM TRUNK CLUB

TV RECOMMENDATIONS:

- Little Fires Everywhere
- Bloodline
- The Last Dance

LET’S CONNECT:

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**OPPORTUNITY 1:
FLEXIBLE WORKING
MODELS**

FLEXIBLE WORKING MODELS

HOW WE'RE DOING IT:

- ✓ WORK FROM HOME
- ✓ VIRTUAL MEETINGS & PRESENTATIONS
- ✓ NEW METHODS OF CONNECTING

FLEXIBLE WORKING MODELS

WHAT WE'VE LEARNED:

+ GREATER TRUST

+ STRONGER COMMUNICATIONS

LESS DISTRACTIONS

FLEXIBLE WORKING MODELS

WHAT TO WATCH OUT FOR:

- ✳ RESPECT FOR “BUSINESS HOURS”
- ✳ KEEP CONNECTIVITY
- ✳ UNDERSTANDING INDIVIDUAL DYNAMICS



**EMBRACE OUR NEW WORKING MODEL – SOME ASPECTS OF
IT ARE HERE TO STAY - AND LEAD BY EXAMPLE TO DRIVE ITS
EFFECTIVENESS**

**GREAT
OPPORTUNITY**

**OPPORTUNITY 2:
GREATER AGILITY**

GREATER AGILITY

HOW WE'RE DOING IT:

- ✓ PRIORITIZATION
- ✓ SIMPLER WORKFLOW
- ✓ BETTER COMMUNICATIONS

GREATER AGILITY

WHAT WE'VE LEARNED:

- + WE CAN QUICKLY PIVOT
- + NOT EVERYTHING IS A HIGH PRIORITY
- + OUR TEAMS CAN WORK SMARTER

GREATER AGILITY

WHAT TO WATCH OUT FOR:

- ★ ALIGNMENT ON PRIORITIES
- ★ FAST SHOULD NOT MEAN SLOPPY
- ★ DON'T LOSE SIGHT OF PROCESS



**GREAT
OPPORTUNITY**

**APPLY LEARNINGS AND BEST PRACTICES FOR HOW YOUR
IN-HOUSE AGENCY HAS BEEN OPERATING TO YOUR
ONGOING SLA**

**OPPORTUNITY 3:
DOING MORE
WITH LESS**

DOING MORE WITH LESS

HOW WE'RE DOING IT:

- ✓ REDUCTION IN TEAM SIZE
- ✓ BUDGET CUTS
- ✓ RELYING ON CREATIVITY

DOING MORE WITH LESS

WHAT WE'VE LEARNED:

- + WE HAVE MORE THAN WE THOUGHT WE DID
- + ATTITUDE IS EVERYTHING
- + ALMOST ANYTHING IS POSSIBLE

DOING MORE WITH LESS

WHAT TO WATCH OUT FOR:

★ BURNOUT

★ OVERCOMMITTING

★ FEAR FACTOR



**TAKE A DEEP DIVE INTO YOUR RESOURCES TO DETERMINE
POSITIONING FOR FUTURE PROOFING YOUR
IN-HOUSE AGENCY**

**GREAT
OPPORTUNITY**

**OPPORTUNITY 4:
EVOLVING YOUR
BRAND**

EVOLVING YOUR BRAND

HOW WE'RE DOING IT:

- ✓ UPDATING OUR “REASONS TO BELIEVE”
- ✓ ENSURING WE'RE NOT TONE DEAF
- ✓ PARTNERING WITH THE BUSINESS

EVOLVING YOUR BRAND

WHAT WE'VE LEARNED:

- + CONSUMERS RESPOND POSITIVELY TO SOMETHING DIFFERENT
- + OUR BRAND HAS MANY STORIES
- + EVOLVING DOESN'T REQUIRE A TOTAL REWORK

EVOLVING YOUR BRAND

WHAT TO WATCH OUT FOR:

- ★ “COVID WASH”
- ★ CONSUMER SENTIMENT
- ★ DATA, METRICS & KPIs



**GREAT
OPPORTUNITY**

**CONTINUE TO EVOLVE YOUR UNIQUE BRAND STORY TO
WIN THE LOYALTY OF YOUR AUDIENCES & CUSTOMERS**

OPPORTUNITY 5: PROVING YOUR VALUE

PROVING YOUR VALUE

HOW WE'RE DOING IT:

- ✓ PROMOTING OUR WORK ON TOWN HALLS
- ✓ KEEPING A SEAT AT THE TABLE
- ✓ BUILDING TRUST ACROSS THE BUSINESS

PROVING YOUR VALUE

WHAT WE'VE LEARNED:

- + EVEN WITH PEOPLE & BUDGET CUTS, WE'RE DELIVERING ON PRIORITIES
- + THERE IS A GREATER RESPECT FOR THE BRIEFING PROCESS
- + THE BUSINESS IS NOT LOSING SIGHT OF OUR VALUE

PROVING YOUR VALUE

WHAT TO WATCH OUT FOR:

- ★ RECOGNITION WITH AUTHENTICITY
- ★ DOCUMENT SUCCESS – BUILD CASE STUDIES
- ★ STAY TRUE TO STRATEGY



IF YOU ARE NOT ALREADY TOUTING YOUR VALUE – START NOW! CERTAINLY, THERE ARE GREAT STORIES TO TELL YOUR ORGANIZATION THAT THEY MAY NOT OTHERWISE BE IN-THE-KNOW.

**GREAT
OPPORTUNITY**