



SPARKING CONNECTIONS - INSPIRING INNOVATION

Crush Conformity, Drive the Change

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The Blue Signal Journey

“
The Blue Signal you see today will never exist again. We don't do things because it's the way things have always been done. In fact, we try to do the opposite.
”

**Joined Blue
Signal in
February 2020**



**Been Part of
Growing
Company**



**Individual
Contributor to
Team Builder to
AI Leader**



What We'll Cover

1

Accepting that
Change is
inevitable.

2

Evaluating
Change in
your
organization.

3

Preparing for
the **Change**
that is coming.

Don't just weather the
storm of **Change.**

Drive the Change.



Accepting Change as Inevitable



Thriving in a volatile market

- Elections
- Natural Disasters
- Pandemics
- Economic Turbulence
- Artificial Intelligence

COVID: Lessons in Adaptability



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From Crisis to Opportunity



Leadership through uncertainty.



In Japanese, the word for “Crisis” and “Opportunity” are the same.



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What We Did to Grow

- Assessed the situation
 - Took inventory
 - Made concerted shifts in our business strategy
 - We increased hiring in certain areas
 - Invested in new technology
- Increased focus on staffing
 - Updated our agreements
 - Re-evaluated our metrics
 - Implemented new trainings and upskilled the team
 - Shifted BD to new industries and positions

Navigating the Ever-Evolving Recruiting Landscape

- Constant emergence of new technologies and trends.
- Industry Newsletters, Economists, Thought Leaders, Conferences, News, even ChatGPT.

Practical Tips:

- Important to Experiment.
- Reward innovation.
- Create trainings.
- Put goals to paper.
- Create contests that align to your direction.

Control the “Controllables”

- The only thing you can control is yourself.
 - We know our ratios, but the activity is the only thing we really control.
 - If the ratios get worse, increase the activity.
- 100 dial challenge.
 - Push your talk time goals.
 - Increase outbound messaging.
 - Increase event attendance.
 - Adopt a “Get One More” mindset.

Building a Culture of Resilience

1. Learn from Setbacks
2. View Challenges as Growth Opportunities

Practical Tips:

- Deal Autopsy
- Celebrate the Small Wins
- Reward Consistency
- Amplify the Voices with “Long-Vision”

Evaluating Change in Your Organization

- How does your team evaluate the need for a change?
- What factors do you consider?
- Who do you involve?
- Do you filter change through your core values?

The Power of Proactive Communication

Lessons Learned

- Communicate the Why
 - Give timelines and Expectations
 - Smaller but more frequent Change
 - Document the Changes
- Change Log
 - Focus on Adoption
 - Bring in Super Users
 - Beta Test New Systems
 - Create Feedback Loops
 - Recognize the Lift

Creating a Culture of Change

- Embrace **Change** as a Constant
- Stay Curious
- Foster a Growth Mindset
 - Learn from mistakes
 - Viewing crisis as opportunity
 - Celebrate effort

Strategies for Success

- Upskill and Reskill
- Evolving Efficiencies
- Reward Innovation
- Share Recognition
- Deal Autopsies
- Feedback Loops

Overcoming Resistance

- Transparency and Visibility
- Data-Driven Decisions
- Empower People to Take Ownership
- Feedback Channels
- Continuous Improvement
- Celebrate Success



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Cultivating a Culture of Continuous Learning

Practical Tips:

- Call Recordings and Feedback Sessions
- Regular Forums for Feedback and Questions
- Experiment wherever possible



Identifying Emerging Trends

How to read the tea leaves?

- Learn your industries harbingers and canaries.
- Leverage insights of trusted sources.
- Stay connected to your Network.

Today's Emerging Trends?

- Artificial Intelligence
- Remote Work
- DEI
- GenZ Workforce
- Pay Transparency

With constant change, how do we stand out?

Ironically, Back to the Basics

- Consistent excellence on the fundamentals.
- Return to in-person with clients.
- Make real calls.

Focus on Data

- AI is the hot button, but it's only as powerful as the data you feed it.
- Be transparent with clients. Don't just tell, show the data.

Anticipate Challenges

- Regularly re-evaluate tech stack, marketing spend, vendors, and more.
- Make change a hallmark of your culture.
- Stay plugged into the market.



Strategies to be Proactive



Invest in meaningful and useful technology.



Upskill your workforce.



Updating and enhancing your internal processes to meet the market where they are.

Crush Conformity, Drive the Change

Key Takeaways

- Change is constant.
- Communication is key.
- Culture of Continuous Learning.
- Embrace the future.
- Be the Change.
- Crush Conformity.
- Foster Great Culture.
- Thrive.



Q&A?



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