

# WELCOME !

The logo for CIM (The Chartered Institute of Marketing) consists of the letters 'C', 'I', and 'M' in a stylized, white, sans-serif font. The 'C' is a simple outline, while the 'I' and 'M' are solid.

The Chartered  
Institute of Marketing

## Marketing Bitesize: Marketing for internal engagement

Join the event

25 September 2018 | 08.30 | Cardiff

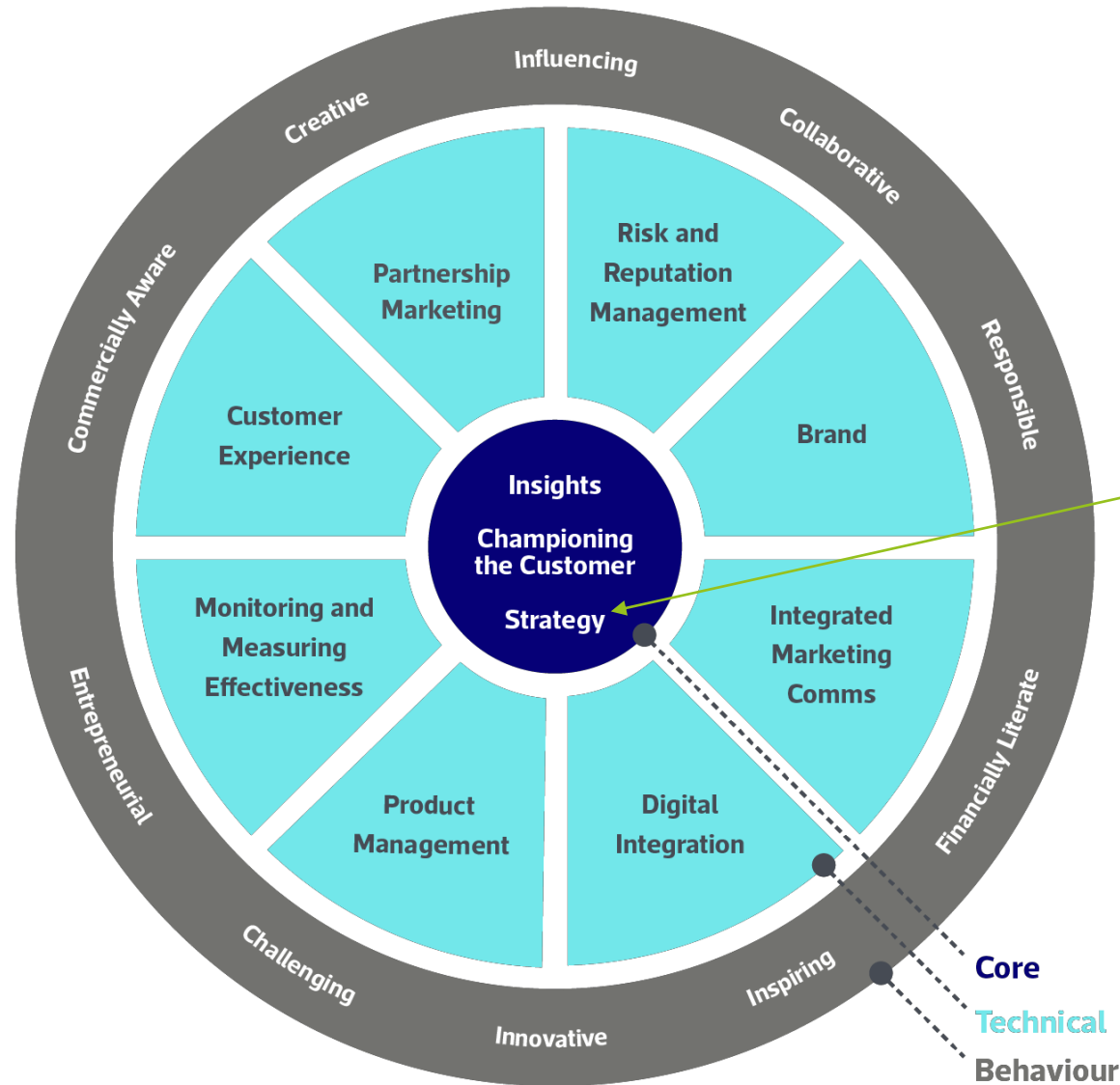


# Programme

- **9:00 Welcome**  
**Dr Gavin Davies, Vice-Chair, CIM Wales Board**
- **9:10 Marketing for Internal Engagement**  
**Ryan Cullen, People Success Lead, DevOpsGroup**  
**Joanna Pontin, Marketing Manager, DevOpsGroup**
- **10:00 Close and tour**



# CIM CPD category



1.5 hours

Core  
Technical  
Behaviour

CIM

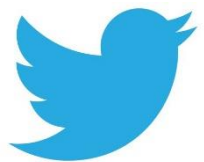


Join in the discussion:



**#CIMMarketingBitesize**

and join us on



**@CIMinfo\_Wales**



**CIM Community, Wales**



# CIM Membership Benefits

Become a CIM member now and join the UK's leading marketing organisation:

- An extensive events programme
- Access on demand member-only content including webinars
- A CPD Programme to support your journey as a professional marketer
- Free legal advice on business, employment and personal issues
- Exclusive rates on professional liability insurance
- Publications covering the latest industry intelligence and trends
- A Graduate Gateway and a new mentoring platform
- Access to the latest marketing vacancies and opportunities

... and much more



# CIM Wales Membership Benefits



Getting involved in CIM Wales is an excellent way to:

- Quickly integrate and network with the local marketers
- Connect with the CIM marketers across Wales and the UK via social media
- Connect with local business resources and agencies through interaction with the regional CIM team, volunteers, and guest speakers at events.
- Expand knowledge and nurture skills through a variety of local events
- Expand your management, leadership and public speaking skills by volunteering for the Welsh regional board and/or participating at one of its many local events.



# How to join ...

- <https://www.cim.co.uk/membership/types/>  
and 'Join Now' from your phone using your  
LinkedIn Profile  
or
- **Speak to a membership advisor:**  
Call [+44 \(0\)1628 427120](tel:+44(0)1628427120)  
Email [membership@cim.co.uk](mailto:membership@cim.co.uk)





[www.devopsgroup.com](http://www.devopsgroup.com) | Phone: 0800 368 7378 | e-mail: [team@devopsgroup.com](mailto:team@devopsgroup.com) | 2018

# CIM Breakfast Briefing

© DevOpsGroup DOGPublic



# Maximising Internal Engagement

How the People and Marketing Team collaborate to make an award winning office

# Best Workplace Award

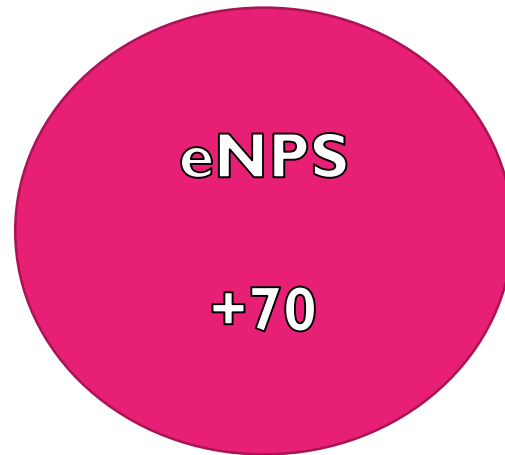


It was clear to judges that this young company is dedicated to a face-to-face approach to ensure that each person can have their say, utilising technology to ensure everyone is included. While data and surveys play a role at DevOpsGuys, the organisation has established a regular series of cultural, coaching, and bureaucracy busting initiatives, to ensure individuals are supported to voice their opinions and aid their personal development.

Estnet Best Workplace Award



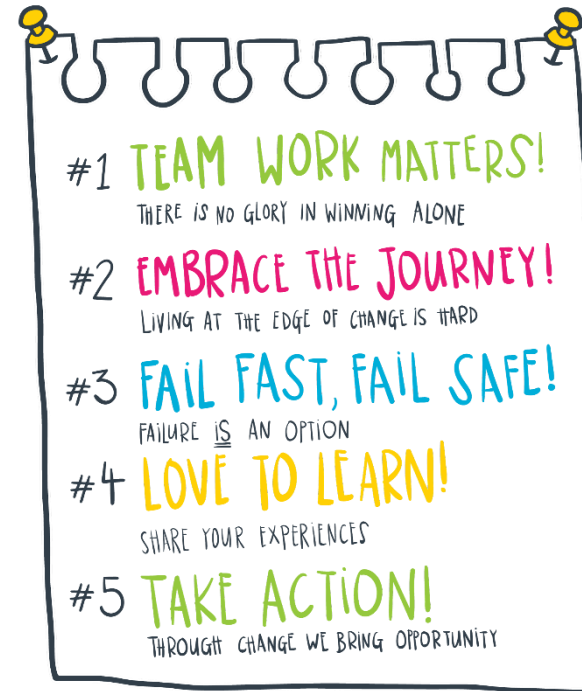
# How did we build a great place to work using internal marketing?



**Culture**

# Core Values – Articulated and Embraced

- They've been the core of everything we've done here at DevOpsGroup
- Ensuring that we regularly and consistently relate everything we do back to our core values in our internal communication
- Recognising exceptional uses of the core values



# Making sure everyone knows where they fit

- OKRs

A collaborative goal setting system

- **Accountability and Responsibility**

Everyone is clear what their outcome is, encouraging autonomy and empowerment.

- **Alignment**

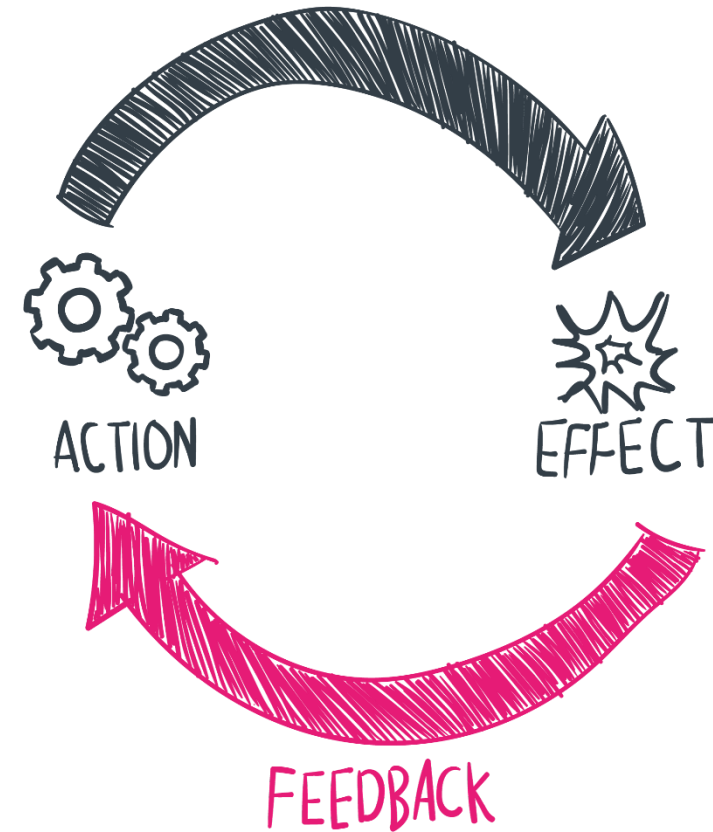
Everyone knows where they belong.



# Working Practices

# Feedback Loops

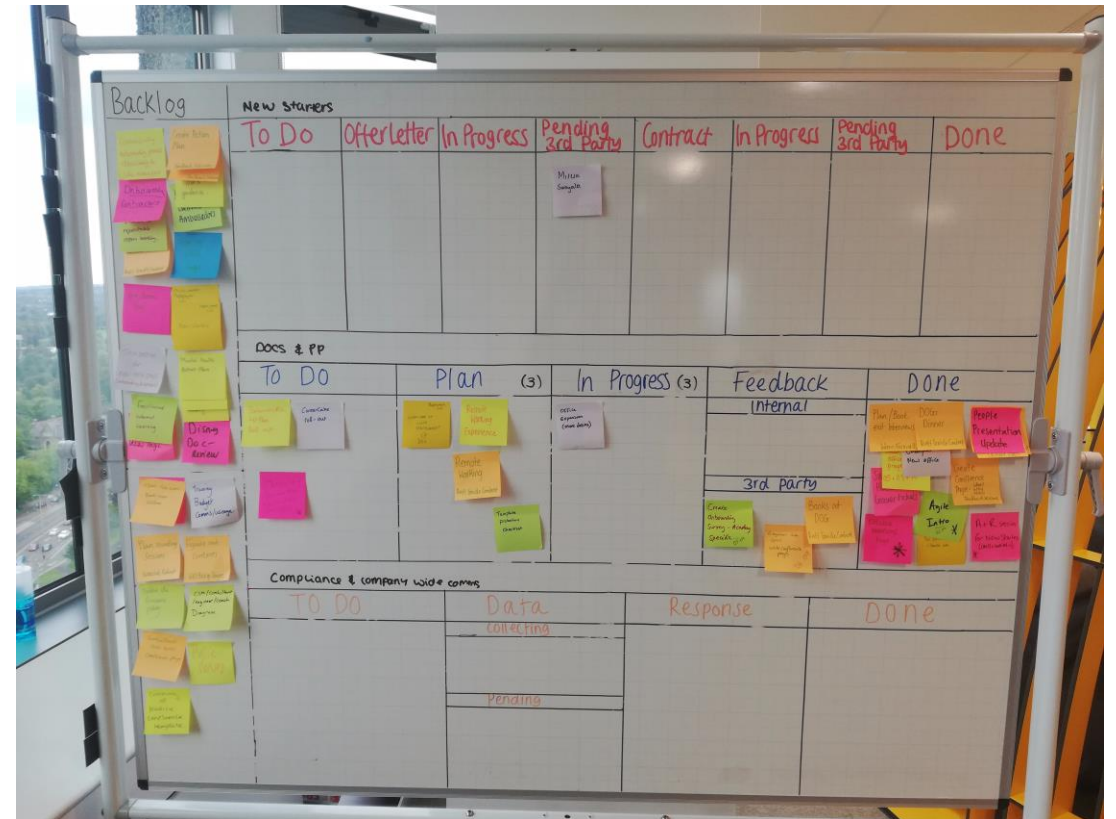
- Regularly ask for feedback – and importantly – then act on that feedback.
- Use a variety of communication techniques – such as surveys, focus groups and 1-2-1s.





# Agile and Lean Methodology

- Agile methodologies across all business areas – creating consistency of practice and approach. Everyone is BCS Agile certified so we have a commonality in language and understanding.
- Visualisation of work means that communication comes more naturally.



# Make time to communicate

- Every month we come together to transparently discuss how the business is doing.
- We also have 'track sessions' where we have the opportunity to share ideas and learn something new.



# Tools and Technology

# Some of our tools

- **Confluence**

A 'crowdsourced' intranet.

- **Zoom**

Making the remote workers feel less remote

- **Slack**

Instant messaging at its finest.

- **Hubspot**

A tool to track engagement with internal communication



**The People**

# People are always the key

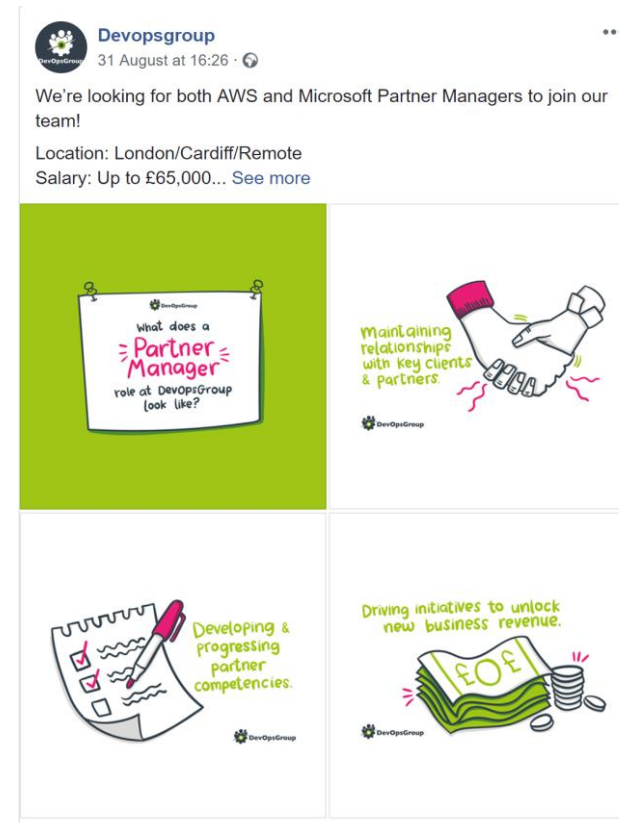
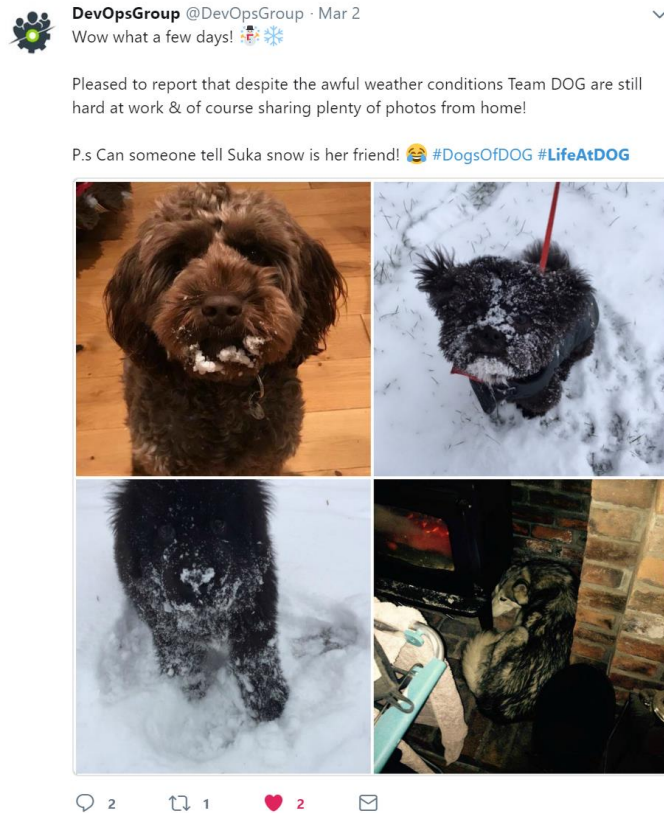
- The above helps us keep in tune with our people.

BUT

- We need the right people in the first place.



# Employer branding is therefore key!





[www.devopsgroup.com](http://www.devopsgroup.com) | Phone: 0800 368 7378 | e-mail: [team@devopsgroup.com](mailto:team@devopsgroup.com) | 2018

# Marketing

© DevOpsGroup DOGPublic



# Speed Stats

## Team numbers

- 2016 = 16
- 2017 = 117
- 2018 = ???



FAST  
GROWTH

50

AWARD WINNER 2018



# Why we adapted our ways of working

- Young disruptive company, needed a marketing approach to match
- Senior team buy-in
- Collaboration in the organisation
- Speed of change in IT market



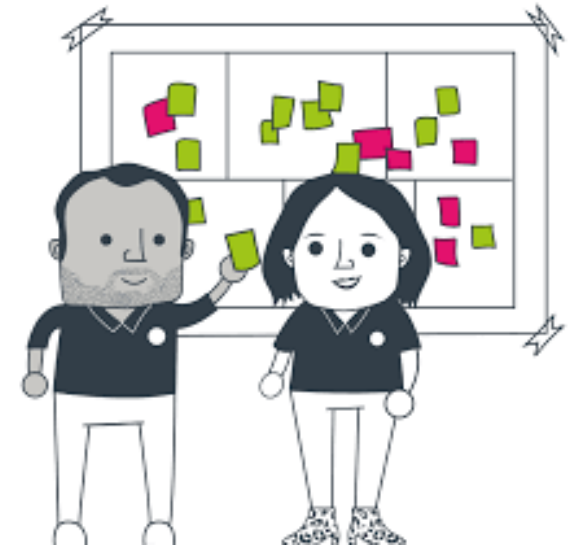
# Traditional marketing...



**Agile Manifesto...**

# Marketing Agile Manifesto

- Individuals and interactions over process and tools
- Customer collaboration over HIPPO method
- Adaptive marketing plan over rigid marketing plan
- Autonomy over command and control leadership



People...





89% of communication is nonverbal, of which  
55% is made up of body language and  
38% based on tone of voice,  
whereas 7% is verbal

Professor Mehrabian



**In practice...**



WIP

# To Do

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

# DOING

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

Re-do EAT  
layout  
ahead of  
DOES

Re-brand  
fitness for  
Case Study

Re-brand  
white paper

re-brand  
vodafone  
Case  
Study

# DONE

Add  
workshop  
blocks to  
website

Create entry  
for women's  
event on  
WFOI

Add chef  
as a sponsor  
to website

Update  
hoodies +  
tees with  
new logo

App D  
Sponsorship  
purchase

Read  
GDPR  
documents  
website

AWS +  
Microsoft  
versions of  
engineering  
datasheet

Make  
GDPR  
checklist  
website

Produce video  
for IT  
at  
Admiral

Set up  
workflow to  
email existing  
contacts

Plan  
narrative  
for vlog





EMT

April 12

- Sub spec
- People speak
- Int / Inter

Benefits  
Upon re  
Vitality

except

Performance

Whole  
Multi  
Platform  
Optim

Details

Customer

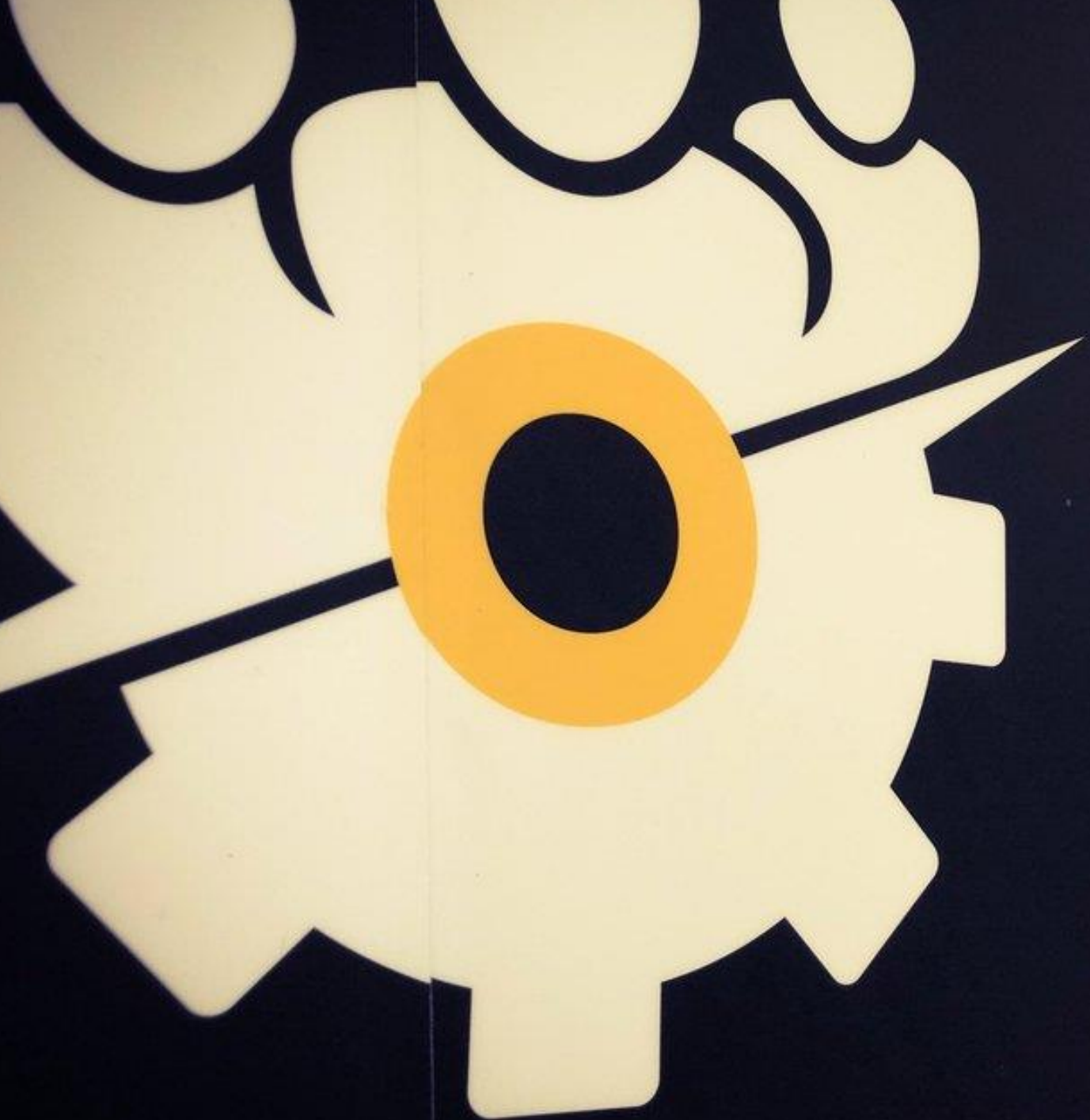
EMT  
1/2012





# CRM & Marketing Automation





DevOpsGroup  
**ACADEMY**