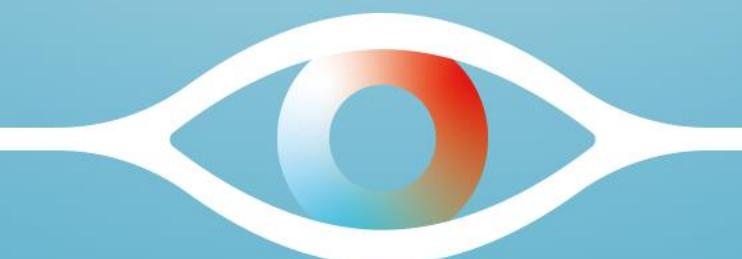


February 6th-7th

nic

20/20 VISION

Oslo Spektrum



How to succeed with Teams as a leader

Ulrika Hedlund

Ulrika Hedlund

- Founder of Storyals
- Ex-Microsoft employee
- Msc in EE and EMBA from LBS
- Swedish but spent the past 13 years in the Middle East
- Passionate about technology and storytelling



Quick poll about your Teams usage



nic

#1

Respect the diversity of your users and expect
resistance to change

nic

5

Baby Boomers

~1946-1964

Millennials

~1981-1996

~1920-1940's

~1965-1980

1996-

Silent generation

Generation X

Generation Z



nic

It doesn't work offline!

I'm too old
for Teams

I can't find anything!
There is no structure or order.

I get constantly interrupted
- email, pop-ups, feeds...

Switching between teams
with external partners
takes forever!

The emoji is lead
to a lot of
mistrust.

It is absolute
chaos with teams
and channels all
over the place!

Running meetings
is so difficult!

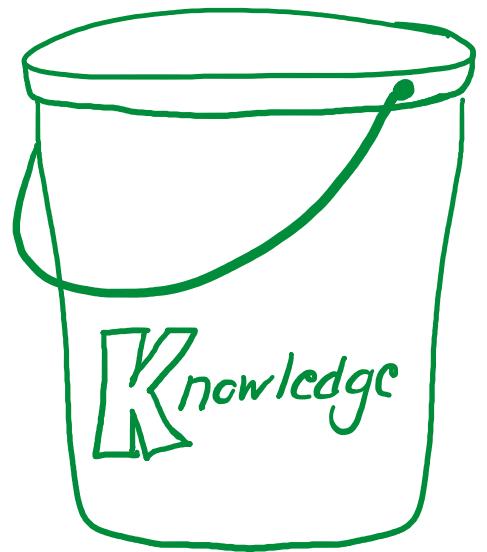
There are
too many options!

There are
too few options.

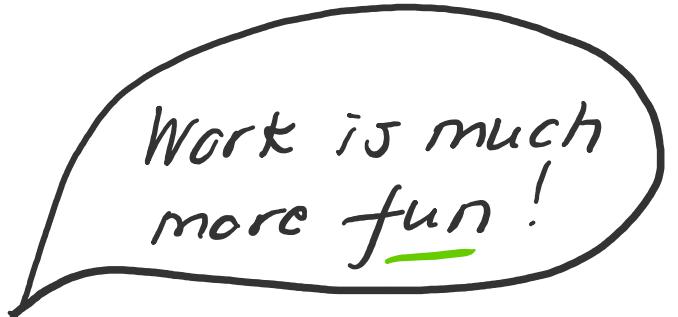
Most of my communication
is with the outside world
via email - Teams just
adds a level of complexity

You can't trust what
is said - people can
just change it at any
time!





nic

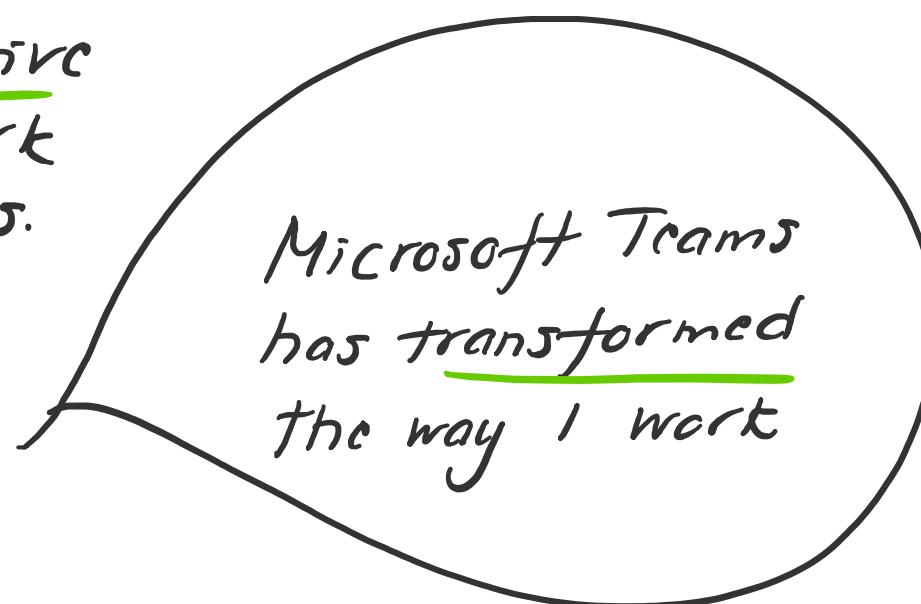


Work is much more fun!

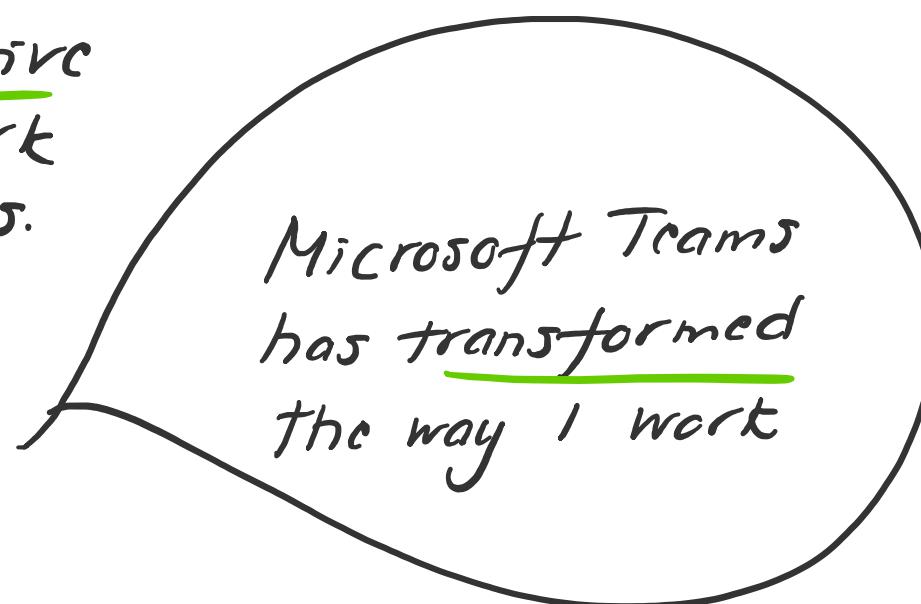
I'm much more productive since I can focus on work - not email from others.



Finally everyone is sharing documents in the cloud.

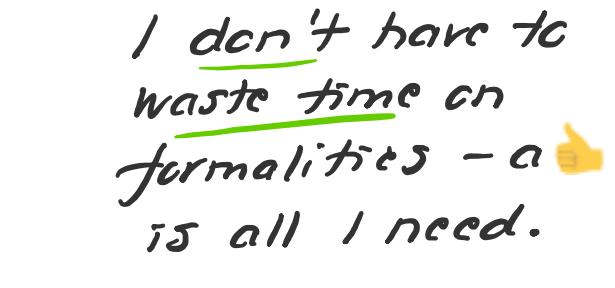


I feel much more connected with my remote colleagues.



Microsoft Teams has transformed the way I work

We are all much more aligned - we now have much better transparency of what everyone is doing.



I don't have to waste time on formalities - a  is all I need.

Getting on a video meeting is so easy and natural.

#2

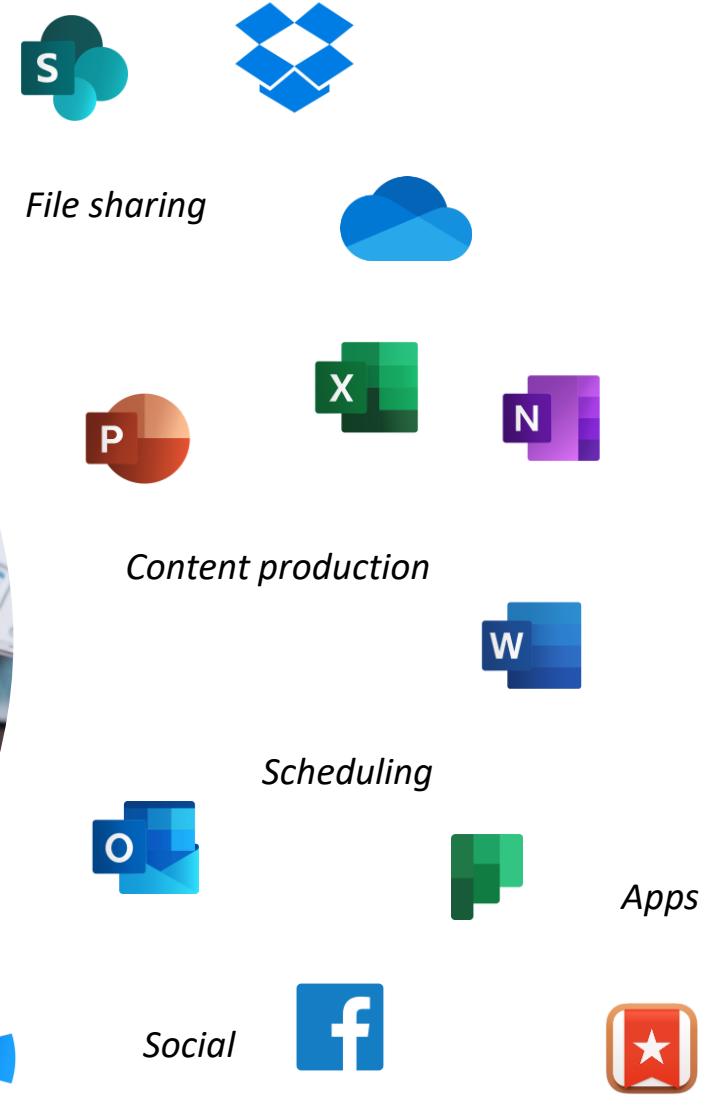
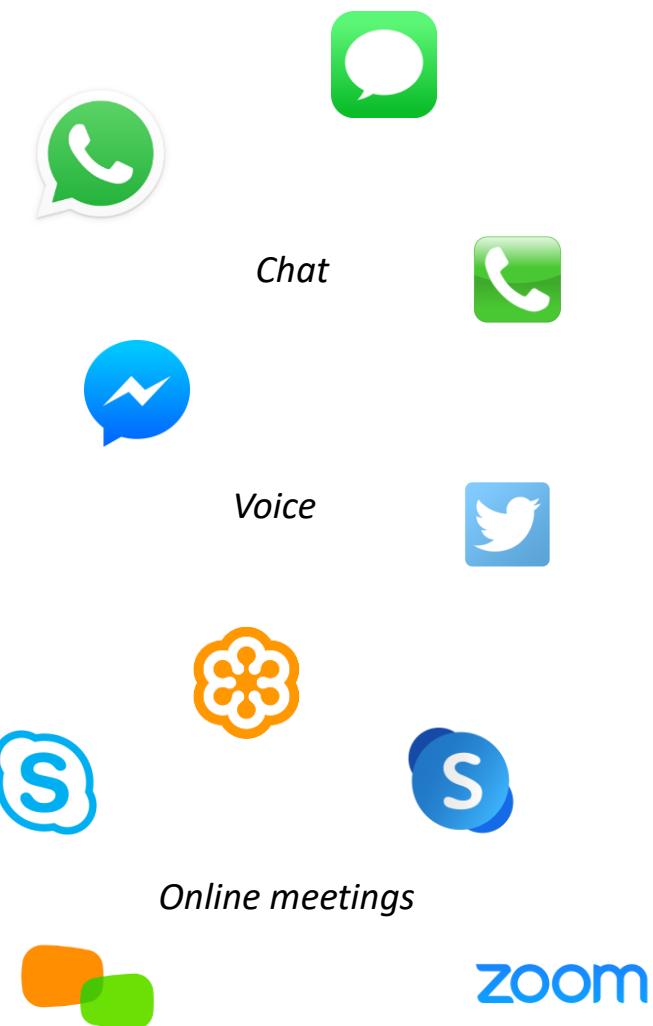
Ensure everyone understands Teams and the
transformation it brings

nic

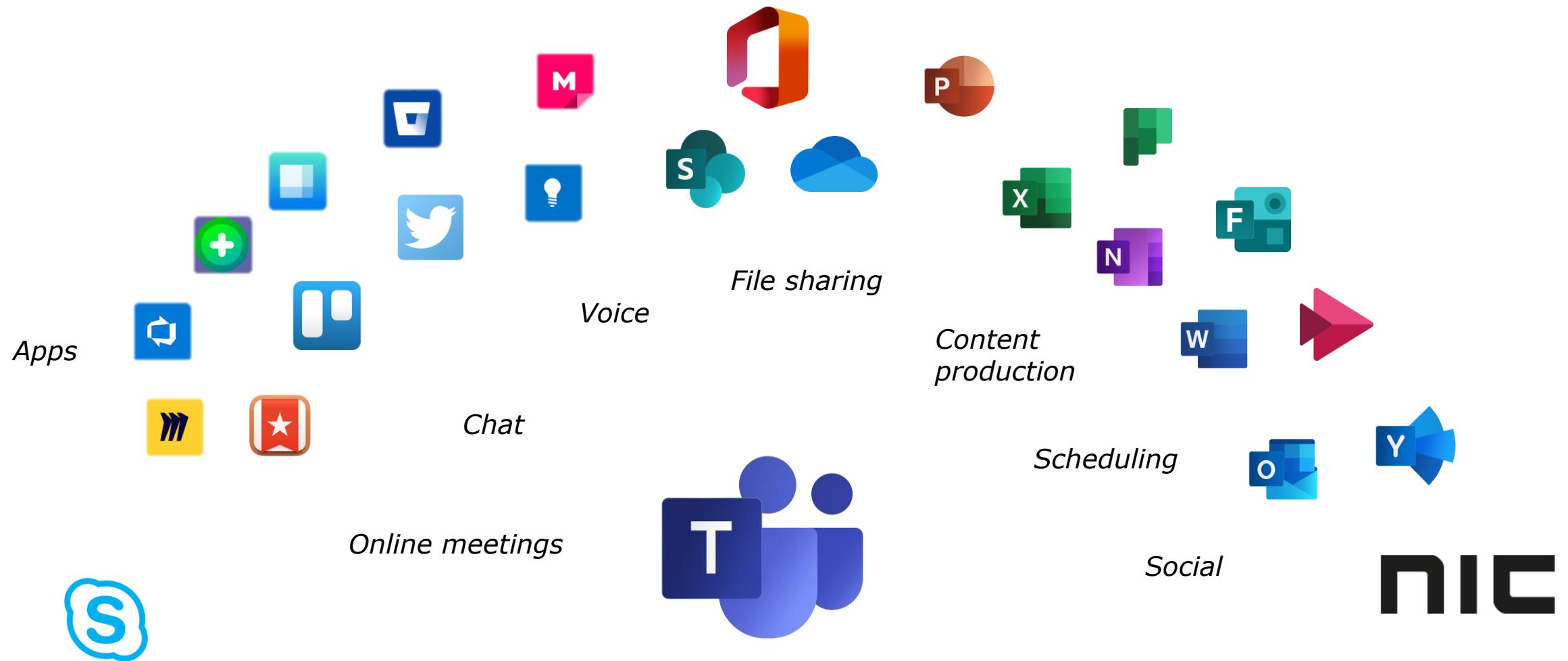
What is Teams?



Collaboration is all over the place



Teams – a modern “Hub for teamwork”



A more modern and fun way to communicate!

 **Ulrika Hedlund** 1/28 7:01 AM

Welcome to the team Mones!

Welcome to our new Customer Success Manager

I'm very pleased to share to the whole Sales team that Mones has accepted the role as our new Customer success manager. In this role he will help us make sure our customers get the most amazing experience with us. He will help us keep our promise to OVER-DELIVER on customer expectations to make sure we achieve 100% customer satisfaction.

When Mones is not making customers happy he enjoys playing football. Help me to welcome [Mones Faizal](#) to the team.



[See less](#)

Start a new conversation. Type @ to mention someone.



 **Julianne Hemingway** 1/20 2:30 PM

Hopefully I have the correct link this time! Apologies for the incorrect link in my earlier post.

Check out this job: Director Of Sales And Business Development
<https://www.linkedin.com/jobs/view/1655864181>

 **Ulrika Hedlund** 1/20 2:35 PM

This is very exciting Julianne. Let's hope we can find someone that can help make Storyals a huge success in the US! 

[Reply](#)

 **Ulrika Hedlund** 1/21 10:22 AM

Microsoft Boot camp - Helsinki

Calle Hjern- good luck today! Please take photos we can share! 😊



 **Calle Hjern** 1/21 12:13 PM

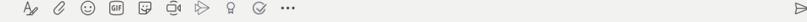
Thanks for the content inspiration... I'm so doing the dance 😊

[Reply](#)

 **Calle Hjern** 1/21 1:31 PM Edited

Presentation done! Very good response and have already connected with partners that want to learn more. Seems that there is potential of doing business in Finland and that subtitles in Finnish is a valuable offering for them.

Start a new conversation. Type @ to mention someone.



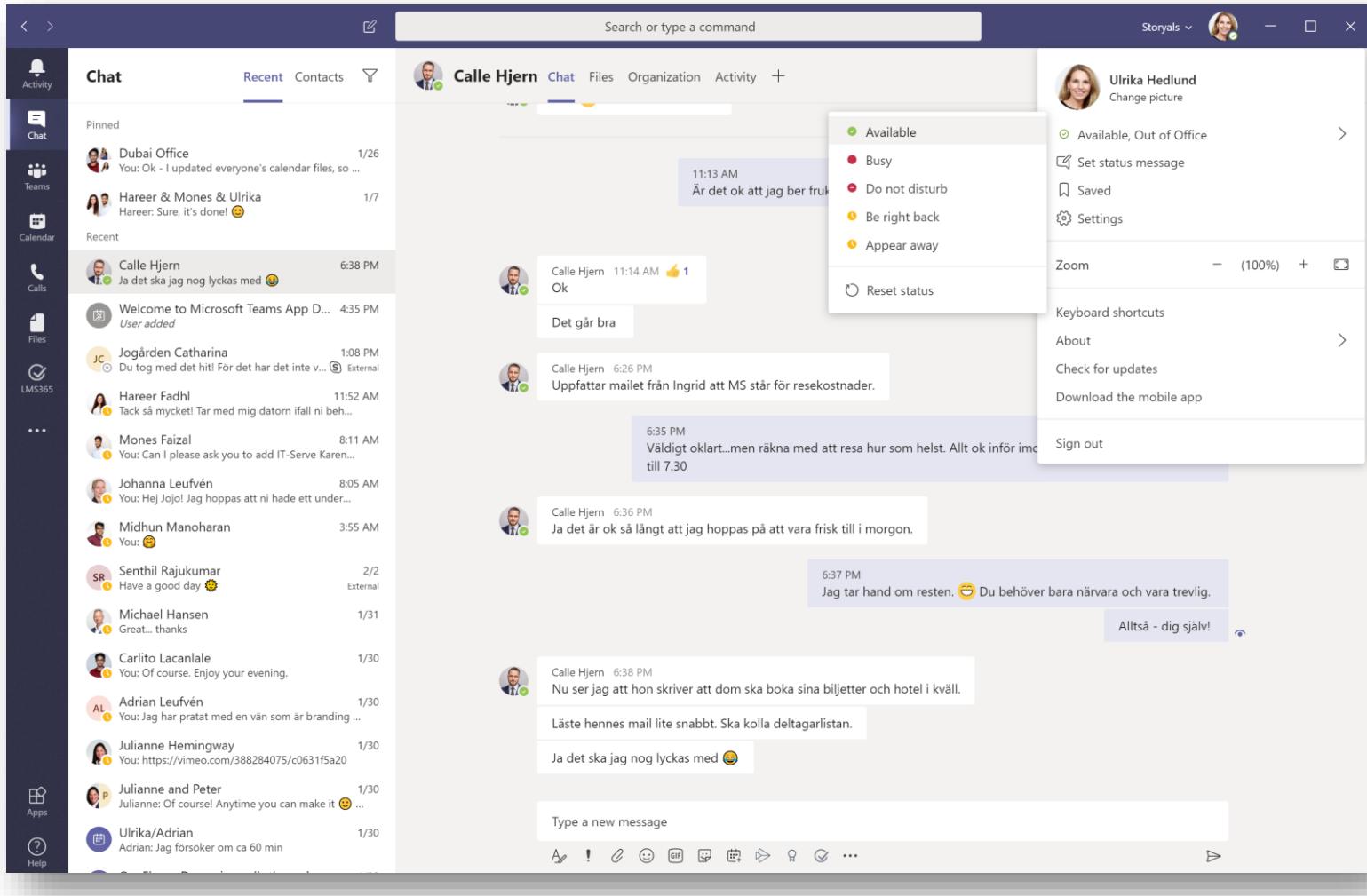


#3

Leverage – but be *aware* of chat!

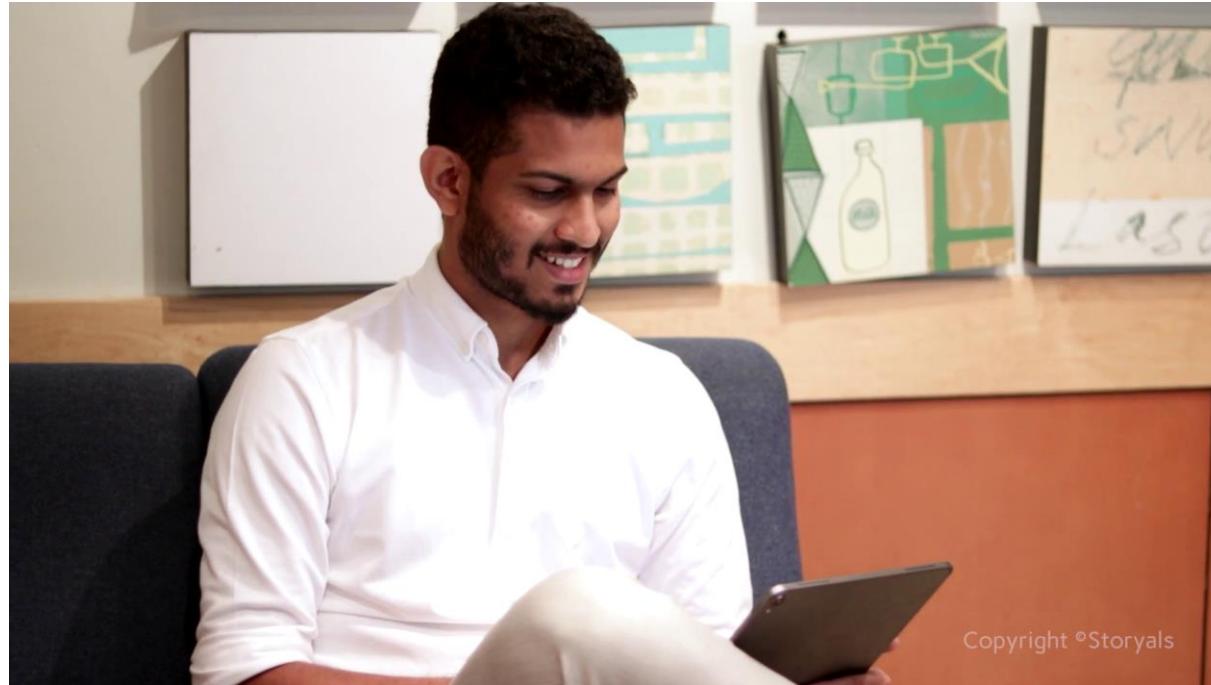
nic

What you know and love – and more

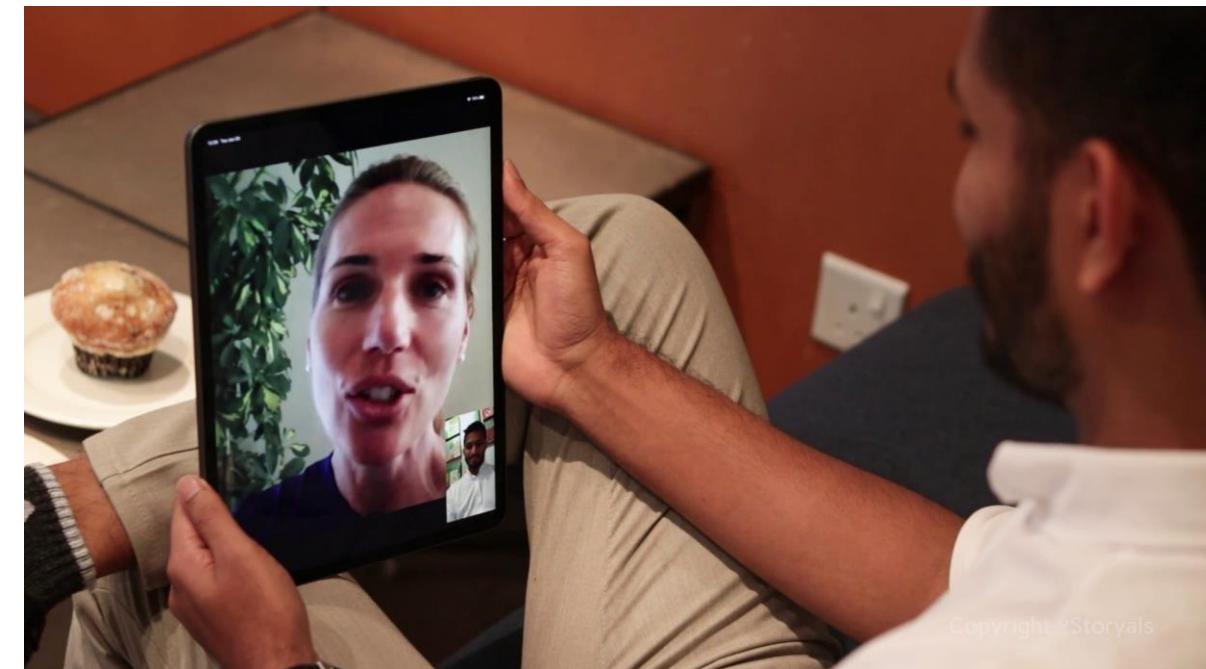


nic

1-1 meetings feel *almost* real



Copyright ©Storyals



Copyright ©Storyals

1-1 shared workspace

The screenshot shows a Microsoft Teams interface with two main panes. The left pane is a 'Recent' chat list, and the right pane is a detailed conversation with 'Mones Faizal'. The right pane includes a rich text editor for document creation.

Left Pane (Recent Chats):

- Mones Faizal: You: Great - let's jump on a video call. 😊 5:25 AM
- Midhun Manoharan: Would it be ok if I filled this out tomorrow? Or d... 1/30
- Hareer Fadhl: Do you want to go for lunch? 😊 1/30
- Kristina Kharazmi: 😊 1/30
- Calle Hjern: No problem! I can count! 😊 1/28
- Helia Panah: Just FYI - waiting for a call from Allen before he s... 1/28
- Hareer and Mones: User added 1/28
- Office managers: Leonisa: Okay. No problem! 12/23

Right Pane (Detailed Conversation with Mones Faizal):

Chat Header: Mones Faizal Chat Files Mones 1-1 2 more +

Message History:

- Mones Faizal: You: Great - let's jump on a video call. 😊 5:25 AM
- Midhun Manoharan: Would it be ok if I filled this out tomorrow? Or d... 1/30
- Hareer Fadhl: Do you want to go for lunch? 😊 1/30
- Kristina Kharazmi: 😊 1/30
- Mones Faizal: 1/28 8:27 AM Mones, Thanks for a good work we do, please touch with. In our case same as others have 1/28
- Mones Faizal: 1/28 8:28 AM Thank you for the warm welcome. You have to have these? 1/28
- Mones Faizal: 1/28 8:34 PM Sure! 1/28

Rich Text Editor Content:

Core focus areas 2020 – Customer Success Manager

Tuesday, February 4, 2020 4:26 AM

Nr 1 priority: Happy customers 😊

Metrics:

- 100% subscription renewals
- 1 monthly customer story
- "Very satisfied" - as overall survey result after Adoption Services (Boot Camp and Community Gym)

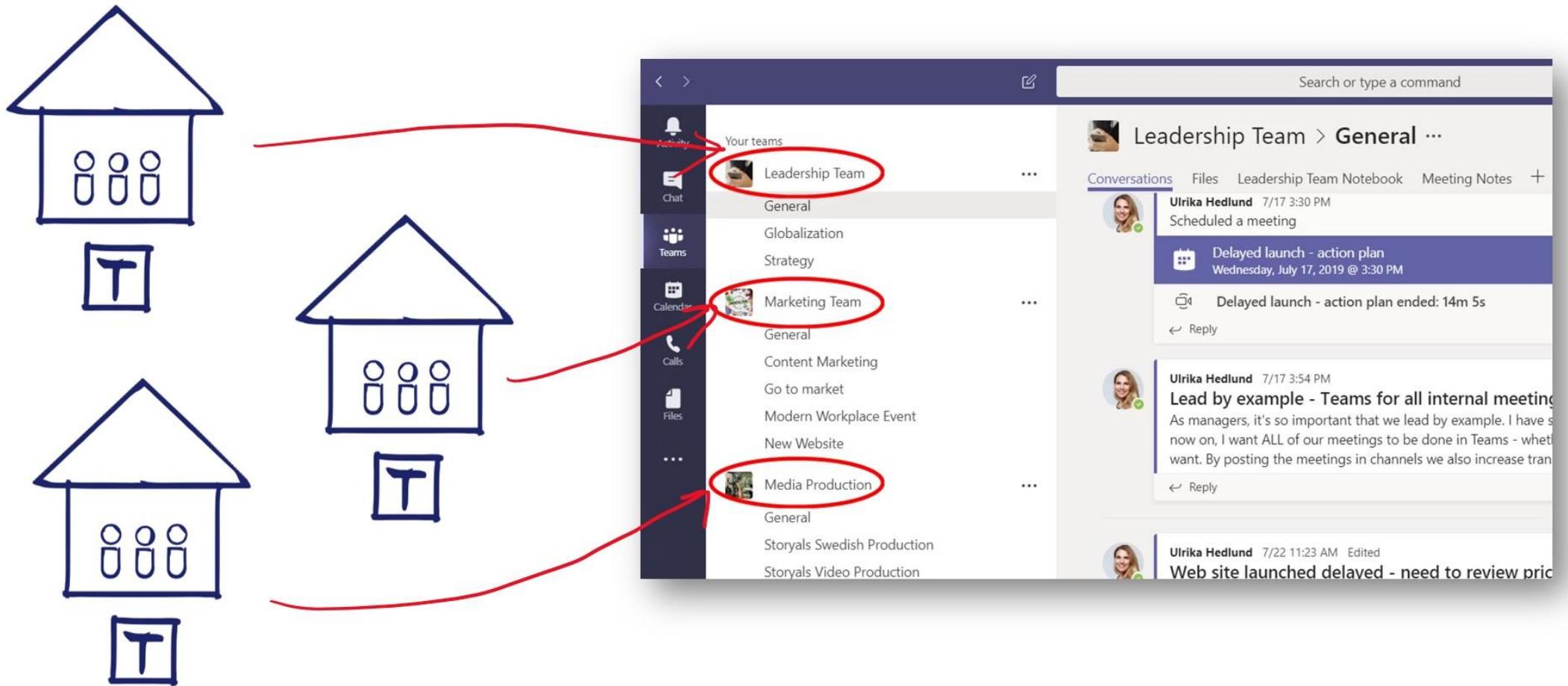
Bottom Right Logo: nlc

#4

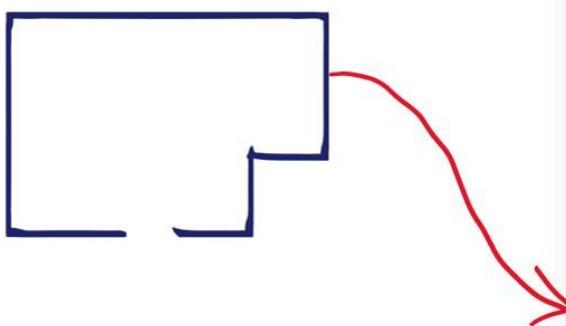
Build effective *teams* in Teams

nic

Building teams – the real power of Teams



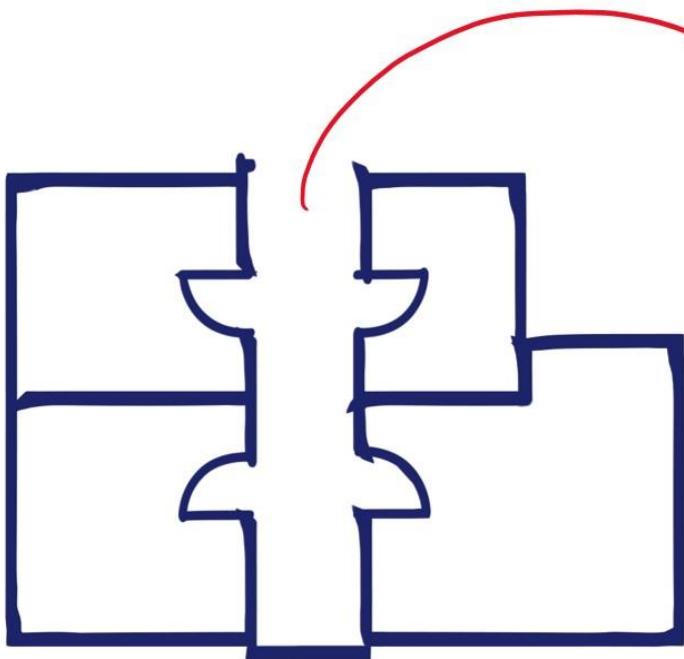
Each “house” starts out with just one room



The screenshot shows the Microsoft Teams interface for the "Inbound Marketing" team. On the left, there's a sidebar with icons for Activity, Chat, Teams, Calendar, Calls, and Files. Below that is a list of teams: Leadership Team, Marketing Team, Media Production, Business Management, Sales, Partner Projects - External, Inbound Marketing, and General. The "General" channel is highlighted with a red arrow pointing to it. The main area shows the "Inbound Marketing > General" channel. At the top, there are tabs for Conversations (which is circled in red), Files, and Wiki. Below the tabs, there are two circular icons: one yellow with a person icon and another teal with a book icon. There are buttons for "Add more people" and "Create more channels". At the bottom, a message from Ulrika Hedlund dated July 18, 2019, is shown: "Ulrika Hedlund has added Johanna Leufvén and 7 others to the team." and "Developing inbound marketing strategy".



Add “rooms” for different workstreams



The screenshot shows the Microsoft Teams application interface. On the left, the 'Teams' sidebar lists various teams: 'All company', 'General', 'Conference and Event planning', 'Customer delivery', 'Marketing and Websites', 'Media production', 'Social media', 'Social stuff', 'Storyals Pro - LMS365', 'Tech stuff', 'Video updates - ENG', 'Video updates - Premium', 'Video updates - SWE', 'Global sales', 'Leadership Team', 'Adoption Services', 'Storyals AB', 'Storyals US', 'Storyals-EMEA', and 'Hidden teams'. A red arrow points from the 'General' team entry in the sidebar to the 'General' channel in the main pane. The main pane displays the 'General' channel with a message from 'Ulrika Hedlund' dated 1/23 9:48 PM. The message reads:

Weekly update Jan 19-24, 2020
It's been another busy week for All company. Here is a late weekly update before the weekend....

The team - This week we have had the full team in Dubai (except Peter though....) Grace is back from the Philippines and the moment she stepped into the office we have bombarding her with work! 😊 Thank you for the sweet gifts Grace Laguindanum. Next week Midhun Manoharan will be working from India - safe travels Midhun Manoharan! Please bring some of the banana chips we all love!

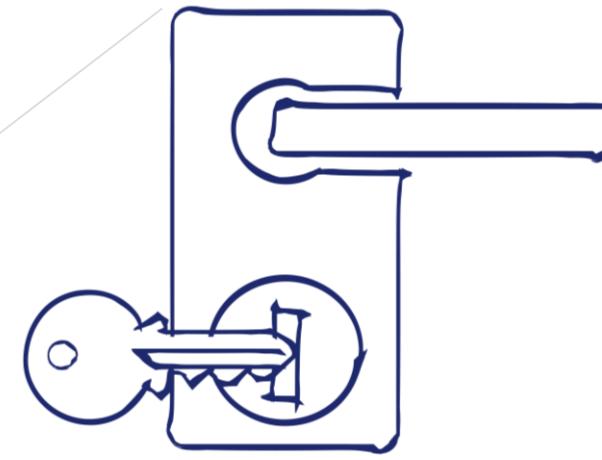
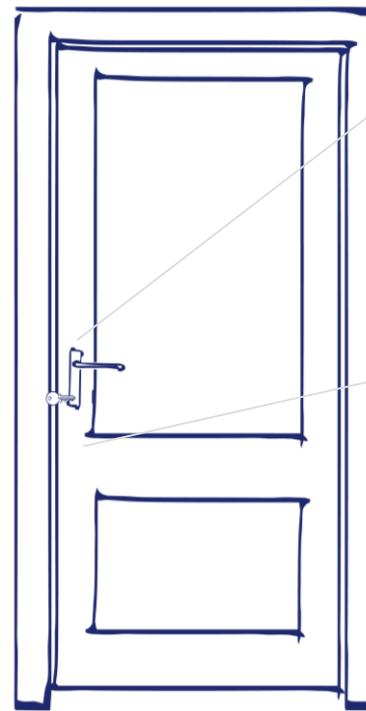
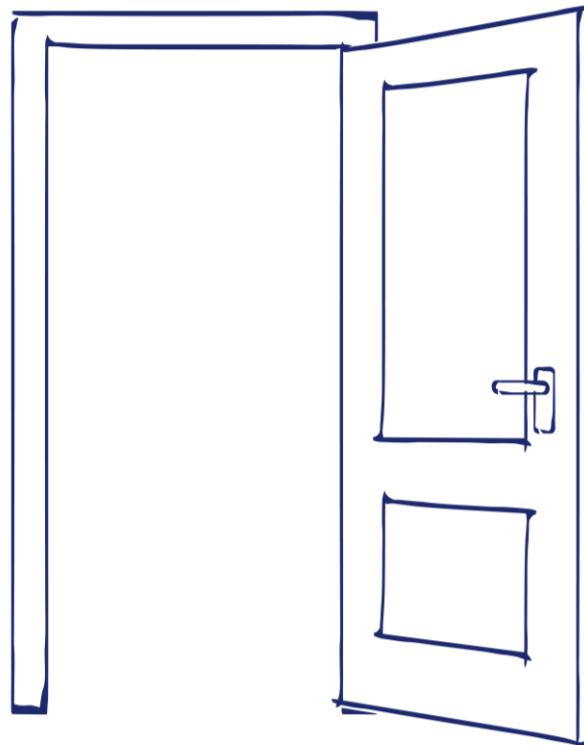
Customer delivery - The team finalized the test subtitles for Hindi. Now everything has been delivered. I have also conducted onboarding meetings with our Arabic and Farsi. This week we also had a full day with seminars at TIGA. Thank you Haneen Faheem for being so supportive and suppo... Sunday we will start p... there (just an email cc our joint LMS365/Stor... At least we have re...

Media production - This week we recorded a new video blog. **"Communicate like a pro using Microsoft Teams" - the ultimate guide to messaging using Teams**. We will again split this video into 5 parts and share on social media. There is a trade-off between creating "free" stuff and things that are for our paying customers. But we have a goal to have a video blog every other week and we know this is really good for our marketing. Also, we can use this additional material as a value add in the boot camps. I have also almost finished 2 (3) video scripts on LMS365. Since Carlito Lacanlale is going to the Philippines on Feb 11, and I go to Sweden on the 3rd of Feb, we really need to get those videos done asap. As you can see we have also now published a road map so that we have a "Master" production plan.

Marketing - Today we posted our breakfast seminar that we will do in Sweden feb 4th. <https://storyals.se/kommunicera-effektivt-som-ledare-med-teams> I will do a similar talk at NCC during lunch and again (but in English) at the Crayon NIC conference on the 6th. We have 20 spots and within just a few hours we already have 9 registrations.

Kom på frukost-seminarium
"Kommunicera effektivt som ledare med Teams"
Ulrika Hedlund
Stockholm, 4e Februari 2020

Subgroup and “Lock the door” with private channels



 Sales

General

Leads

Sales commission 

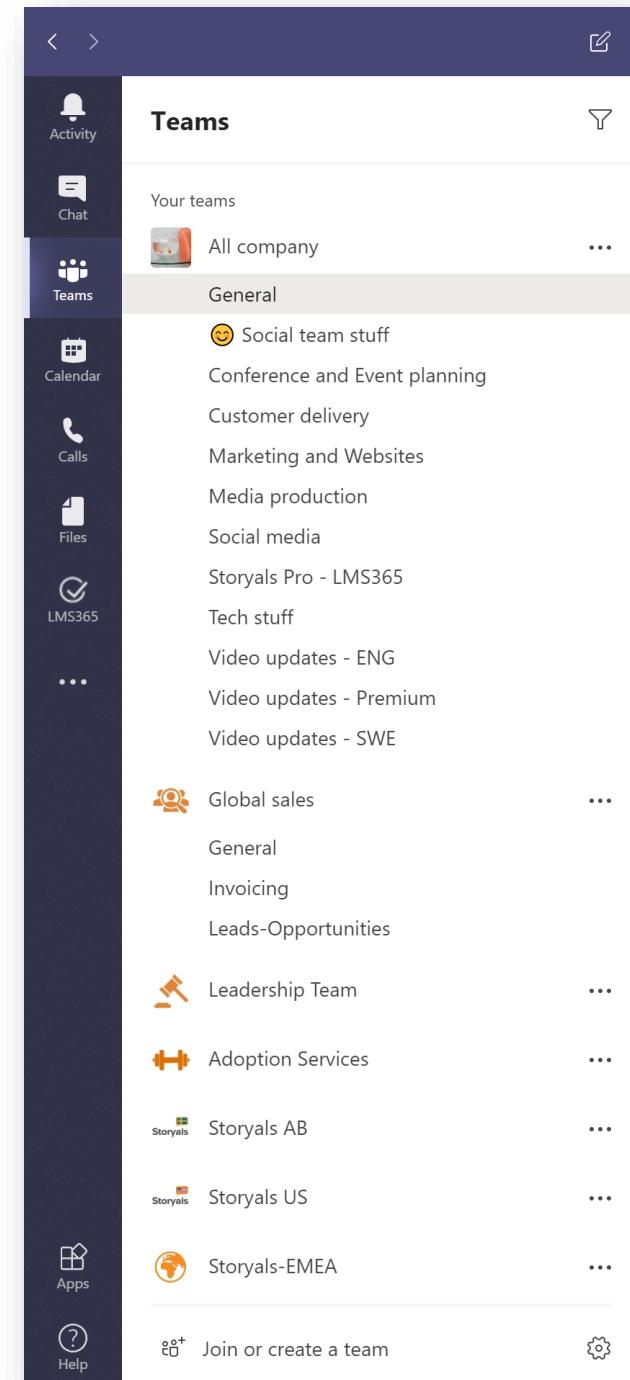


#5

Architect your “house” wisely (and your city even
more so...)

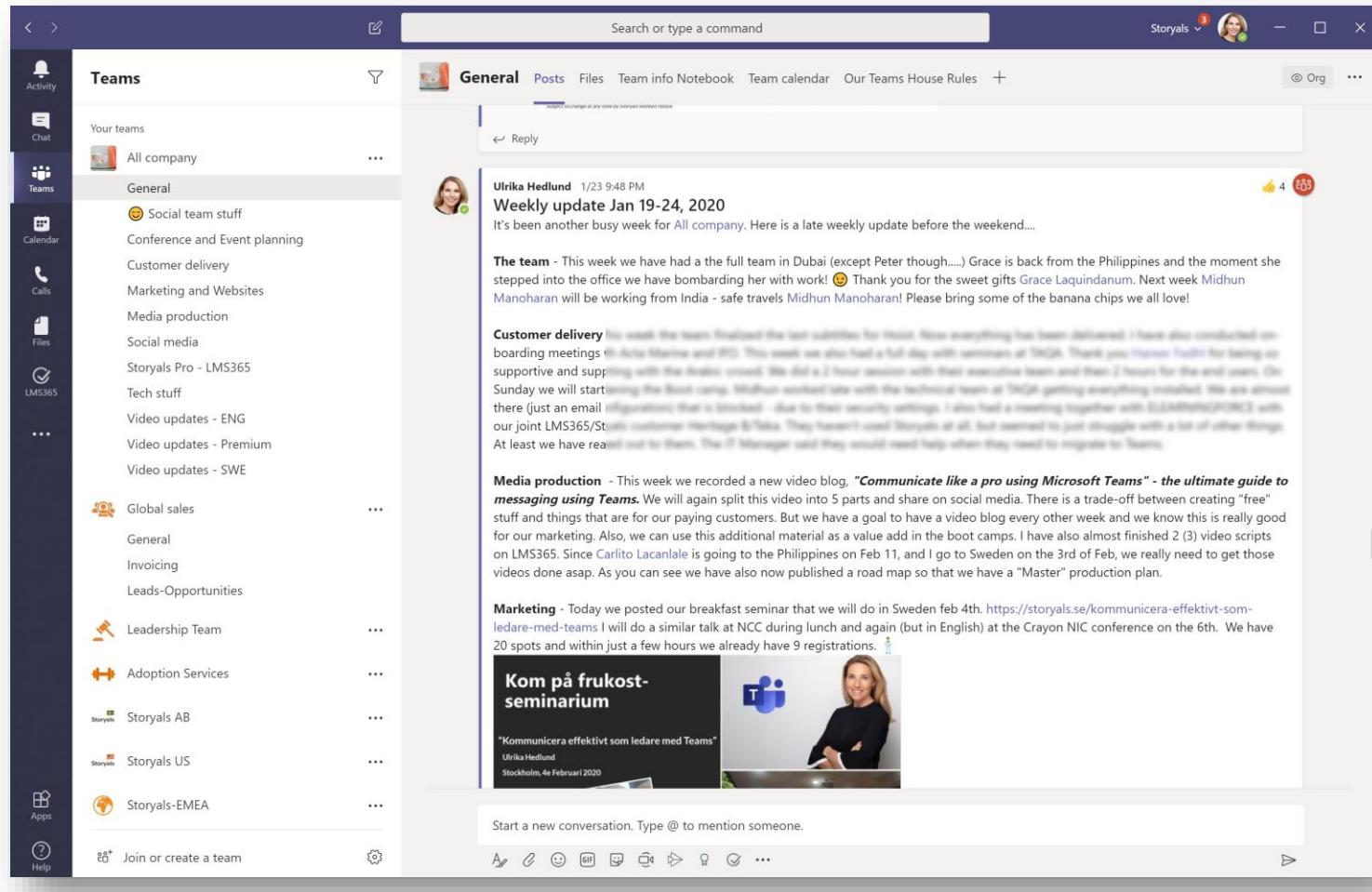
nic

My teams and channels



nic

Decide what each channel should be used for



Most channels are unstructured

The screenshot shows a Microsoft Teams channel named "Marketing and Websites". The left sidebar lists various teams, with "Marketing and Websites" selected. The main pane displays a conversation between users Ulrika Hedlund, Grace Laquindanum, and Midhun Manoharan. The messages are unstructured, with Ulrika posting a text message about a new Storyals roll up, Grace responding with a screenshot of the Storyals Pro app, and Midhun asking a question about the screenshot source. The interface includes standard Microsoft Teams features like a search bar, command palette, and a message input field at the bottom.

Search or type a command

Storyals

Marketing and Websites Posts Files Marketing notes Event notes Web site traffic +

Ulrika Hedlund 7:28 AM Order a new Storyals roll up for the Dubai office As you might have noticed, I took the Storyals roll up with me to Sweden. I will leave it there so Calle has it for future events. Julianne has the other one we made. Midhun Manoharan can I please ask you to coordinate with Grace Laquindanum (for the design) to buy a new one for our office - the business credit card is in the office. Please be sure to tell them that we want good quality paper so that the black actually looks black (remember we had an issue last time). Please see the receipt as a reference below. Thanks!

See more

Grace Laquindanum 7:46 AM Edited

Storyals

Storyals simplifies the transition to a modern workplace.

Ulrika Hedlund

I changed the Office icon in the middle. Please let me know if this is good to go to printing so i can prepare the file to be sent.

Midhun Manoharan 7:50 AM

Ulrika Should the updated screenshot in the banner be from Storyals Lite or Storyals Pro?

Ulrika Hedlund 8:06 AM

Perhaps better with Storyals Pro. Take a screenshot that includes the Enhance Teamwork topic.

Midhun Manoharan 8:20 AM

Grace Here's the updated screenshot

Start a new conversation. Type @ to mention someone.

Join or create a team

Help



The power of structured channels

The screenshot shows the Microsoft Teams interface. On the left, the 'Teams' sidebar lists various teams, with 'Video updates - ENG' selected. The main pane displays a feed of posts in the selected channel. The first post, from 'Carlito Lacanale' on January 6, 2020, is titled 'Enhance Teamwork - Storyals.com' and includes a link to a video on Vimeo. The second post, from 'Grace Laquindanum' on January 7, 2020, is titled 'Overview of Teams' and also includes a link to a video on Vimeo. The third post, from 'Carlito Lacanale' on August 15, 2019, is titled 'Accelerate results using Teams - Storyals.com' and includes a link to a video on Vimeo. A message bar at the bottom encourages users to start a new conversation.



#6

Make sure everyone understands how messaging works

nic

How do you address others?

- @team
- @person
- @channel

*Even people in the team who are **not** mentioned can see the post. This creates an open dialog – and a radical change in culture.*



Make sure your team members know how to "listen"

The screenshot shows the Microsoft Teams application interface. On the left is the navigation bar with icons for Activity, Chat (with 1 unread message), Teams, Calendar, Calls, Files, and Help. The main area displays a list of teams under 'Your teams': All company, Sales, General, Social team talk, Leads and opportunities, EMEA management, Invoicing, Nordic management, US Management, Customer projects, General, Customer delivery, Customer requests, Customer support, Partner Projects - External, Media Production, General, Customer projects, Social media work, Video updates - ENG, and 1 hidden channel.

A modal window titled 'Settings' is open, specifically the 'Notifications' tab. The 'Notifications' tab is highlighted with a grey background. The settings are organized into several sections:

- Mentions**:
 - Personal mentions: Banner
 - Channel mentions: Only show in feed
 - Team mentions: Only show in feed
- Messages**:
 - Chat messages: Banner
 - Replies to conversations I started: Only show in feed
 - Replies to conversations I replied to: Only show in feed
 - Likes and reactions: Only show in feed
 - Followed channels: Only show in feed
 - Trending: Banner
- Other**:
 - Team membership changes: Banner
 - Team role changes: Banner
 - Notification sounds: All
 - Missed activity emails: As soon as possible
- Highlights for you**: This section is currently empty.

In the background, a dark-themed Teams channel is visible, showing a message from a user named 'Nic' with a thumbs-up emoji and the number '1'.



#7

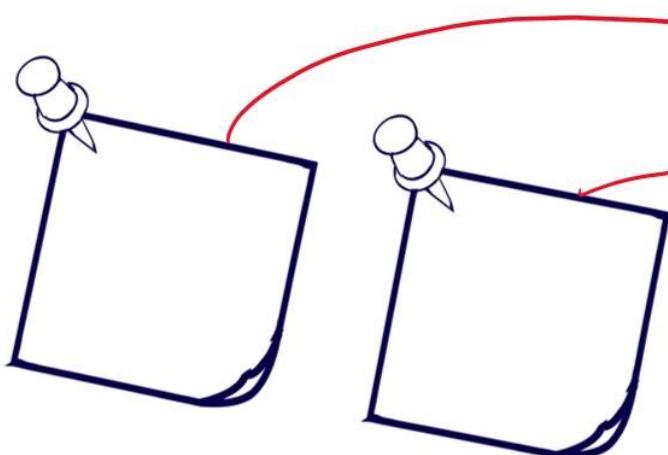
Lead better with Teams

nic

As a leader you should:

- Give feedback and motivate
- Clearly communicate goals and achievements
- Attract talent and build teams
- Delegate responsibility, tasks and authority
- Create a pleasant work environment where employees feel engaged and respected

“Pin” things of importance



The screenshot shows the Microsoft Teams interface with several pinned items:

- Social Media** (highlighted with a red box)
- Activities**
- Targets**
- 4 more**

Below these pinned items, there are three cards:

- Come up with "clickable" categories** (due 07/30)
- Update Banners** (Facebook, Twitter, Instagram, LinkedIn)
- Contact podcasts** (DigitalSamtal, 99podden, Startup, Females in tech, TechTalk)

The sidebar on the left lists various teams and channels, with **Social Media** being the currently selected category under **Partner Projects - External**.

Visualize goals and targets

The image displays two Microsoft Teams windows side-by-side, each containing an Excel spreadsheet.

Left Window (General Channel): Growth targets

This window shows a table titled "Growth targets" comparing regional targets across four quarters.

Region	Target Q1	Target Q2	Target Q3	Target Q4
North America	5%	7%	9%	10%
Europe	5%	4%	9%	10%
Middle East & Africa	4%	10%	20%	25%
Asia	5%	10%	15%	20%

Right Window (General Channel): Actual vs. Targets

This window shows a table titled "Actual vs. Targets" comparing regional actuals and targets for Q1 and Q2.

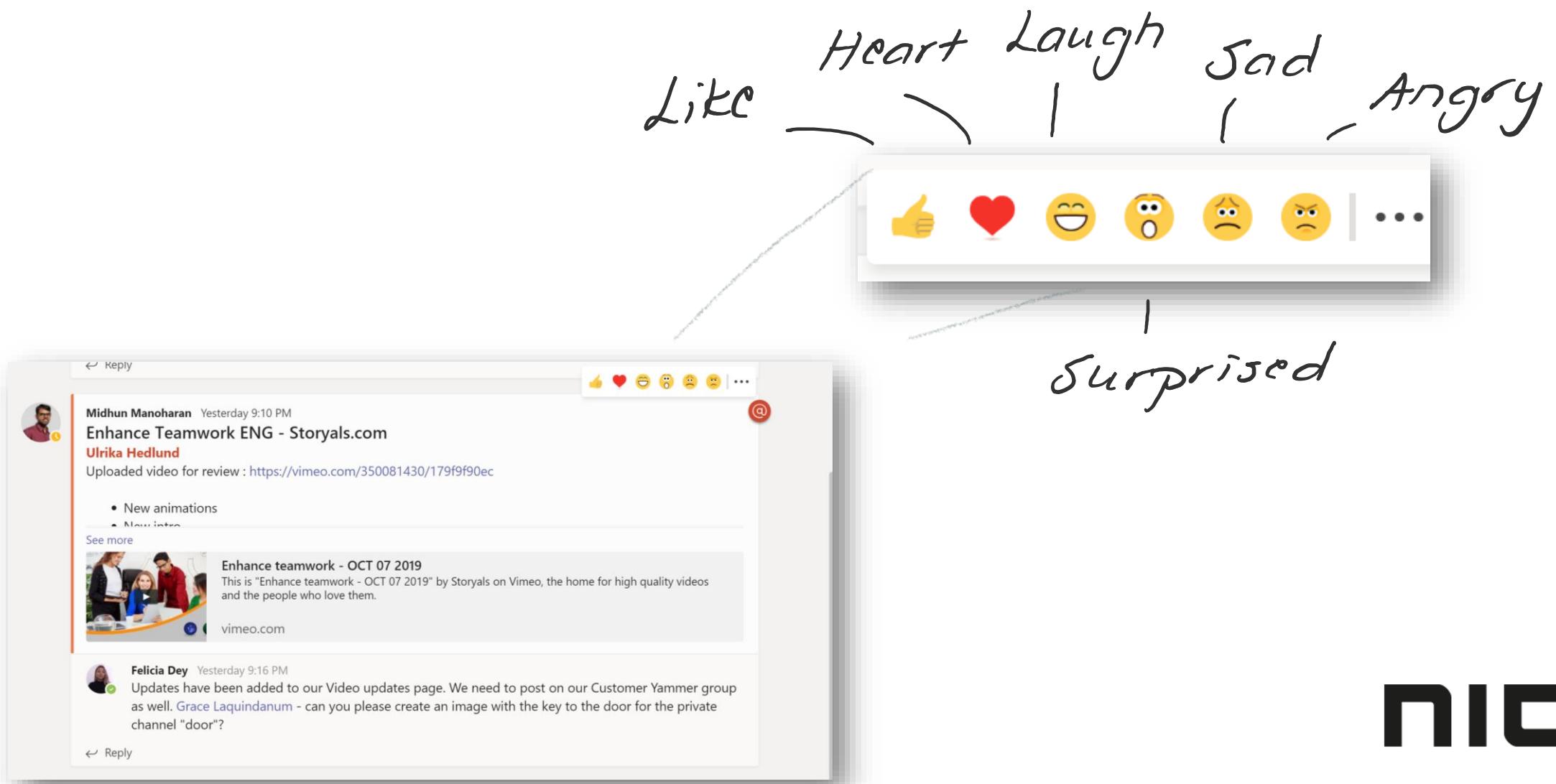
Region	Target Q1	Actual Q1	Status	Target Q2	Actual Q2 (YTD)	Status
North America	5,000,000	4,591,230	Red	5,250,000	6,934,725	Green
Europe	2,000,000	2,164,300	Green	2,100,000	1,569,440	Red
Middle East & Africa	550,000	593,560	Green	577,500	399,000	Red
Asia	200,000	155,987	Red	210,000	250,000	Green
Total	7,750,000	7,865,077	Green	8,137,500	9,153,165	Green

Agree on your teams "House rules"

The image shows a Microsoft Teams interface. At the top, the 'General' team tab is selected, along with 'Posts', 'Files', 'Teams house rules', 'Teams onboarding', 'Dashboard', 'Storyals Home', 'Intranet', and '2 more'. Below the tabs, there's a 'New' button, a plus sign, and three dots. The main content area displays a document titled 'Teams house rules' last edited on 11/26/19. The document contains two sections: '1. Teams commitment' and '2. Be active and engaged'. The '1. Teams commitment' section states: 'As a team, we agree to use Microsoft Teams for everything related to our teams' work. We will help and encourage each other so that everyone can trust that everything they need to know about our work is available in Teams. We will only use email for conversations with external parties, or if we need to send official communication (that we need to keep a non-editable, time-stamped record of)'. The '2. Be active and engaged' section states: 'No one likes a "quiet and empty" house. Let's agree to engage as much as possible. We will encourage each other to share by sharing ourselves.' It also notes: 'If you are used to email, you probably try to reduce email in order not to "spam" others. With Teams it's totally different. In Teams we decide ourselves what we want to "tune in to" so you can never "over-communicate".' Below the document, there's a video call preview for 'Delayed launch - action plan' showing a woman's face. The video call controls include 'Join now', 'Custom Setup', and various camera and microphone icons.

nic

What do we mean?



Be clear on who does what – by when

The screenshot shows the Microsoft Teams interface. On the left is the navigation bar with icons for Activity, Chat, Teams, Calendar, Calls, and Files. The main area shows a list of teams under 'Your teams': All company, Sales, Customer projects, and Partner Projects - External. The 'General' channel of the Marketing Team is selected, showing the 'To do's' tab. The 'To do's' tab displays tasks assigned to Ulrika Hedlund and Felicia Dey. Ulrika has one task: 'Registration form' (Preparations: Design, Print) with a status of 0/2. Felicia has one task: 'Create roll up banner' (Preparations). A search bar at the top says 'Search or type a command'.

nic

Succeed with Teams as a leader:

1. Respect the diversity of your users and expect resistance to change
2. Ensure everyone understands Teams and the *transformation* it brings
3. Leverage – but be *aware* of chat!
4. Build effective *teams* in Teams
5. Architect your “house” wisely (and your city even more so...)
6. Make sure everyone understands how messaging works
7. Lead better with Teams

Please connect with me



<https://www.linkedin.com/in/ulrikahedlund/>

ulrika@storyals.com

www.storyals.com/blog

nic