HARNESS THE HUMAN EXPERIENCE

BEYOND DIGITAL

to drive growth

Centrally Human
Human-Centric Shift

- Authenticity
- Simplicity
- Transparency

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6 SECRETS TO EMBRACE THE HUMAN-CENTRIC SHIFT
FIND YOUR BRAND SOUL
02

PLAN FOR THE FUTURE

This is the sign you’ve been looking for.

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03

ARCHITECT THE INTERSECTIONS
04

BECOME A JOURNALIST

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USE INTRINSIC MOTIVATORS

Altruism
Autonomy
Collaboration
Influence
Innovation
Learning
Ownership
Rationality
Recognition
Values
06

Redefine Innovation

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NEW

REIMAGINING SOMETHING IN EXISTENCE FOR BUSINESS OR FUNCTIONAL AREA

CREATING SOMETHING NEW THAT CHANGES ORG, MARKET OR CREATES A NEW MARKET

ITERATIVE

SMALL OR SUBTLE ADJUSTMENT OF EXISTING PROCESS OR PRODUCT THAT AFFECTS AREA OR TEAM

EXPANSIVE

COMPLETE RE-WORK OF EXISTING PROCESS OR PRODUCT THAT AFFECTS ORGANIZATION

OPTIMIZE
6 SECRETS TO MARKET TO HUMAN EXPERIENCE

01 DEFINE YOURSELF
02 PLAN FOR THE FUTURE
03 ARCHITECT THE INTERSECTIONS
04 BECOME A JOURNALIST
05 USE INTRINSIC MOTIVATORS
06 REDEFINE INNOVATION
WHAT YOU DO CAN FOR $0

- Check in with your employees on their communication style and needs, and adapt for each person. Too many meetings, fewer meetings, more optional zoom networking?
- Educate on psychological safety and have conversations on what will work for them to promote.
- Encourage taking a real day off and creating true "breaks" during their day
- Be transparent about how and how long their role is funded, so they can financially plan and prepare.
- Educate on the importance of light, air and water quality at home.
IMPACT WITH R-O-I

For less than $20,000 for your ENTIRE organization, get measurable and sustainable productivity & revenue growth. ROI analysis and tracking included.

- Growth Workshop: $3,000 flat fee
- Growth Program: $15,000 flat fee
- 1x1 professional coaching for employees and leaders ($50/hour or $400 for 10 sessions)
- $99 online Innovation course for your team

Email Kim@CentrallyHuman.com & mention code ACN2020
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