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Oscillate!

The Key To Better
Virtual Qual &
Facilitation

Insights Association
Y Conference

March 9, 2021



DFC Snapshot



BRIZO®



PEERLESS®

On June 27, 2015, Delta Faucet Company and 331 of our friends became the Guinness World Record holder for “Most People Showering Simultaneously” in Crawfordville, after the Warrior Dash*

**On June 15, 2018 Irish Springs took the record from us with 396 people showering simultaneously*



We are a top human behavior and analytics firm specializing in industries facing disruption and business transformation.



“Yeah, about that in-person workshop...”



How can I...

...work with the attendees?

...get them to work with
each other?

...keep people engaged?

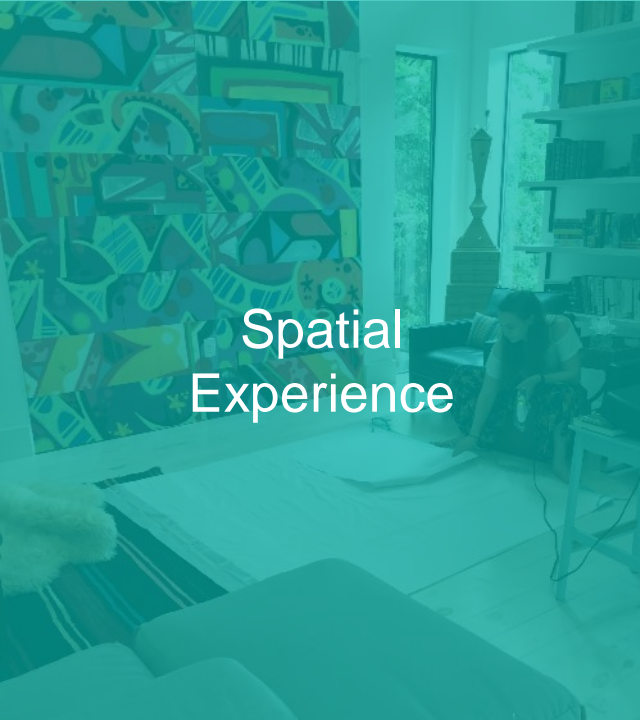
The Oscillation
Principle

Perhaps the most common misconception about adopting virtual work is that it is an all-or-nothing proposition...

The benefits of the Oscillation Principle result from combining the best attributes of virtual work and face-to-face convening.”

Dr. Nancy Dixon
Originator of the Oscillation Principle

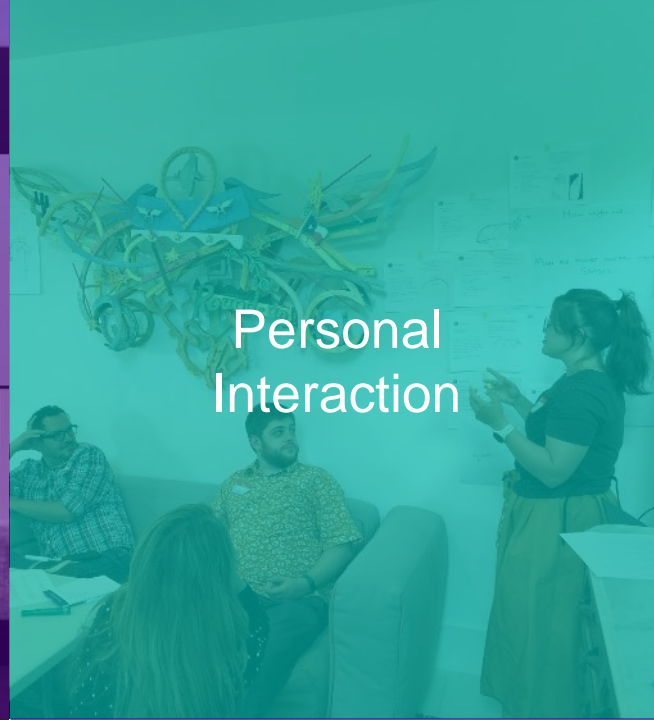




Spatial
Experience



Technology/
Platform Capabilities



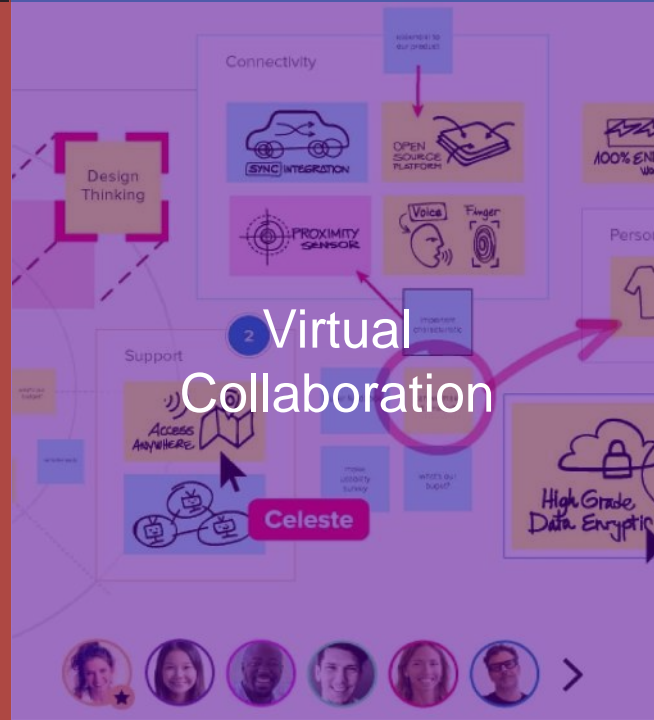
Personal
Interaction



Digital
Design



In-Person &
Virtual Attributes



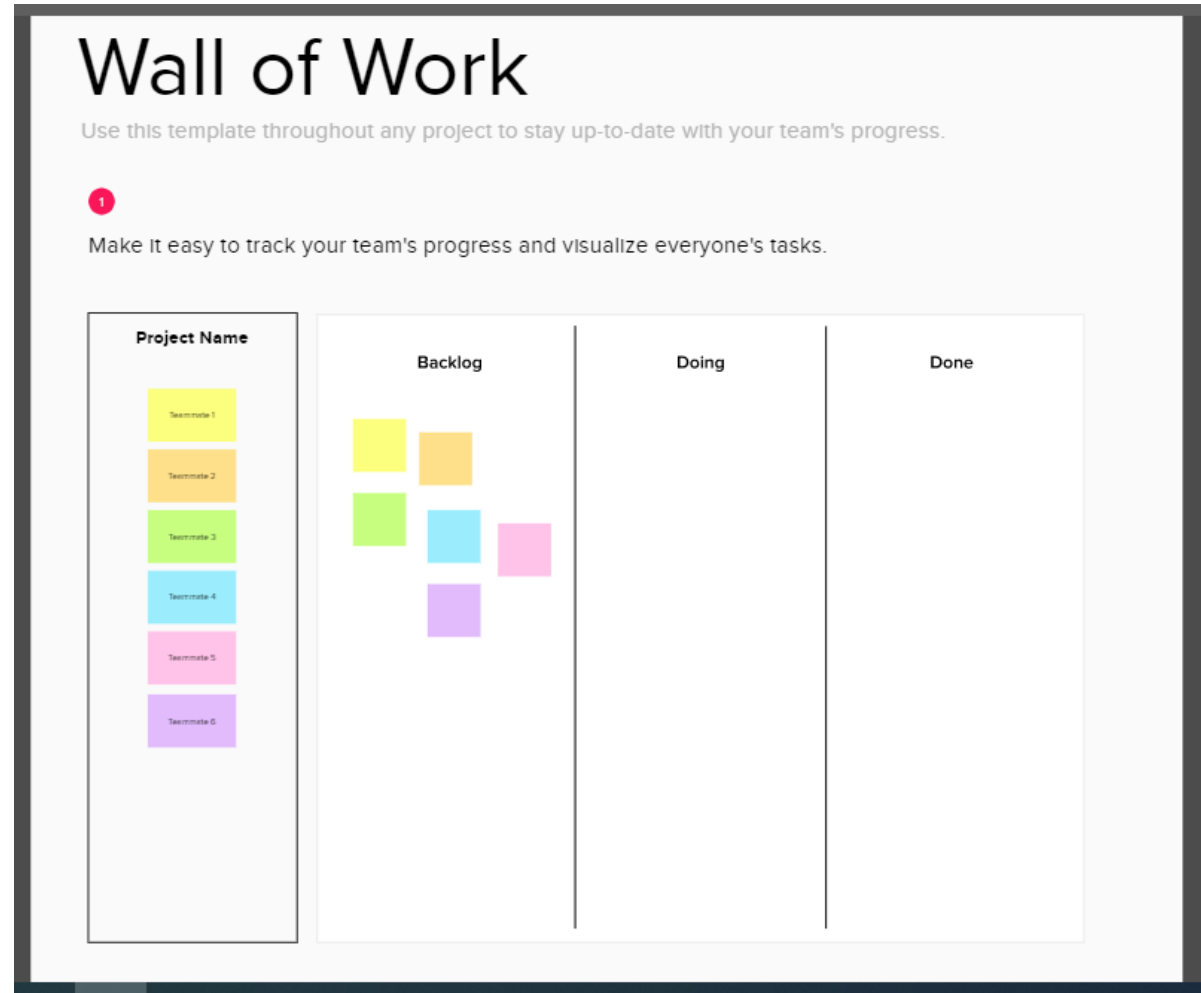
Virtual
Collaboration



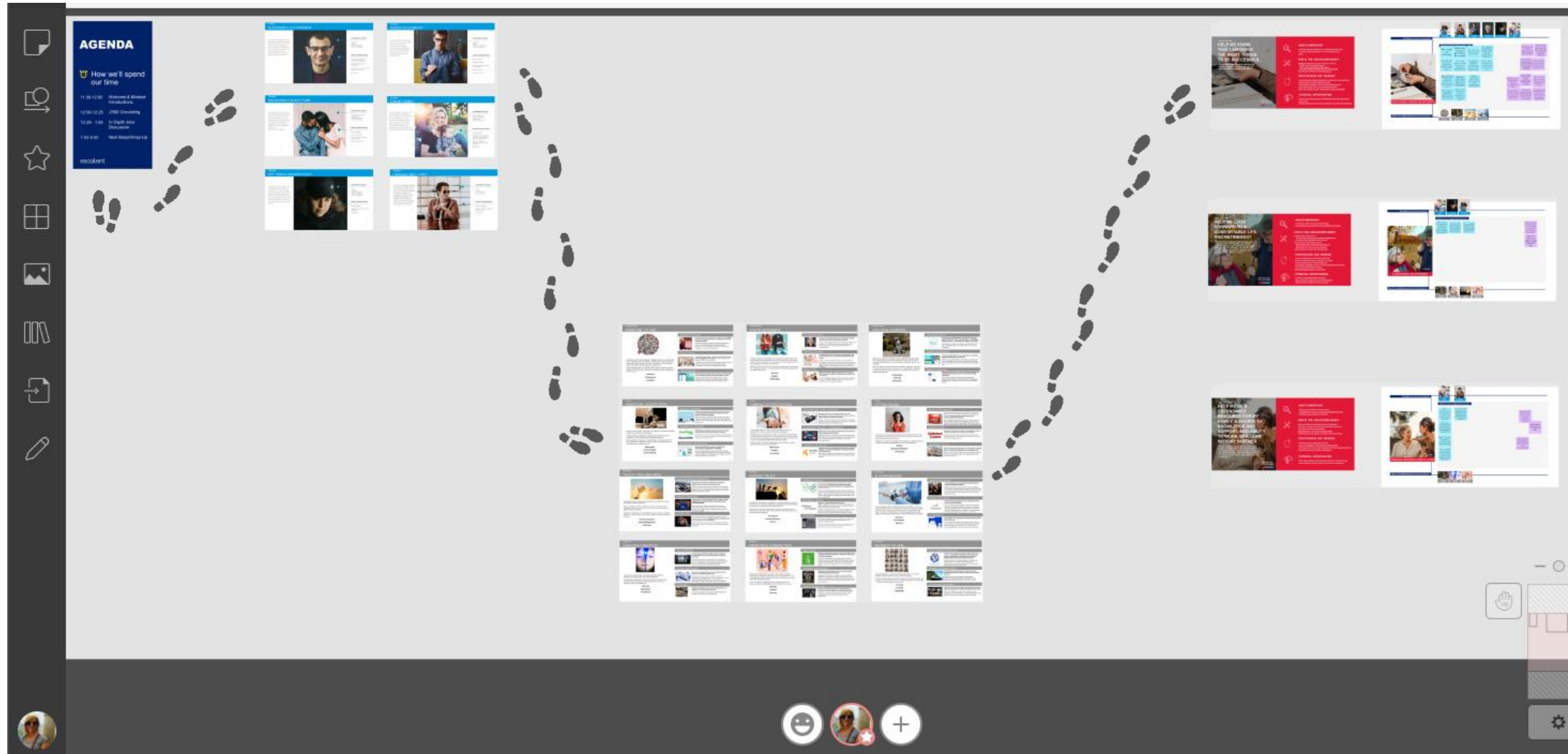
Tactile
Engagement

Working With Attendees

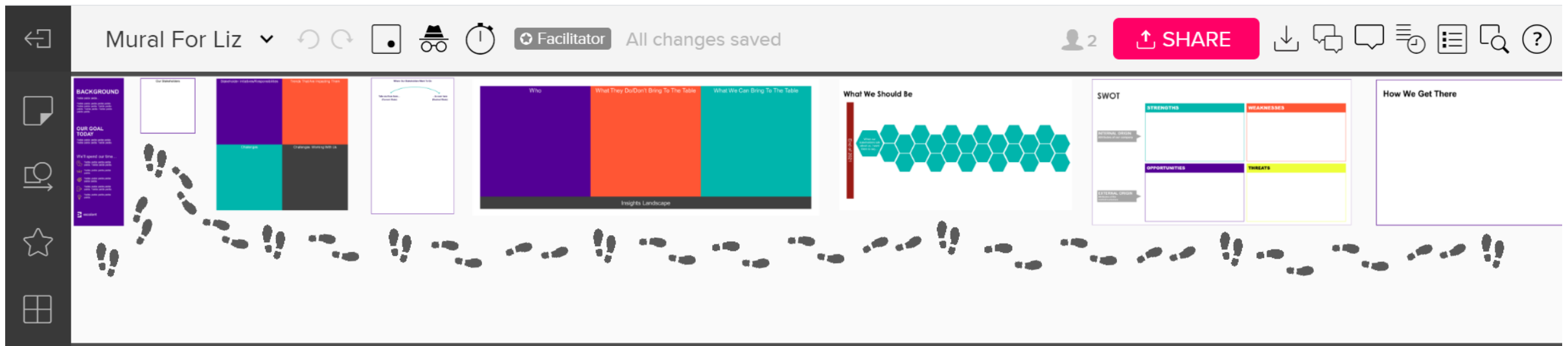
Emulate the physical space



Emulate the physical space



Emulate the physical space







Visual Facilitation Cues

The screenshot displays the 'Visual Facilitation Cues' interface. At the top, a toolbar includes navigation icons, a title 'Visual Facilitation Cues', a 'Facilitator' role indicator, and a 'SHARE' button. The main workspace is divided into two activity panels.

Activity 2: FILL IN THE BLANKS (Red background)

What we'll do

- Finish the incomplete sentences
- Talk about what you've written

Activity 2 includes two prompts for participants to complete sentences using yellow sticky notes:

- Prompt 1:** "When I manage my home, I want to [] [] so that I [] []"
- Prompt 2:** "When I manage my home, I don't want to [] [] so that I [] []"

Activity 3: MONTH AT A GLANCE (Dark blue background)

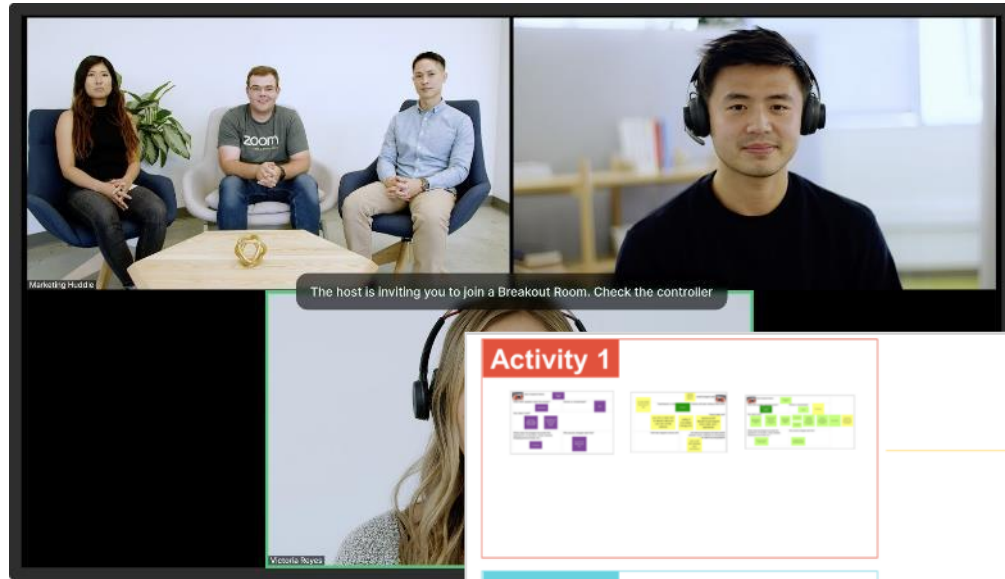
What we'll do

- Build a 30-day timeline of your home management activities
- Talk about what you've created

Activity 3 features a vertical timeline with three colored circles (light blue, yellow, and purple) and a horizontal line for notes. The Escalent logo is visible in the bottom left corner of the interface.

Getting People To Work Together

Breakout Rooms & Voting Sessions



Activity 1

Activity 2

Activity 3

Top V

Three activity cards are shown, each with a title and a diagram. Activity 1 is titled "Activity 1" and shows a diagram with purple and yellow squares. Activity 2 is titled "Activity 2" and shows a diagram with green and yellow squares. Activity 3 is titled "Activity 3" and shows a diagram with green and yellow squares. A fourth card, titled "Top V", is partially visible on the right. At the bottom right, there are three circular icons: a smiley face, a person with a star, and a plus sign.

3 votes

Facilitator All changes saved

SHARE

Unique voters 3

Unique voters 3

Unique voters 3

2 votes

Unique voters 2

Unique voters 2

Unique voters 2

Unique voters 2

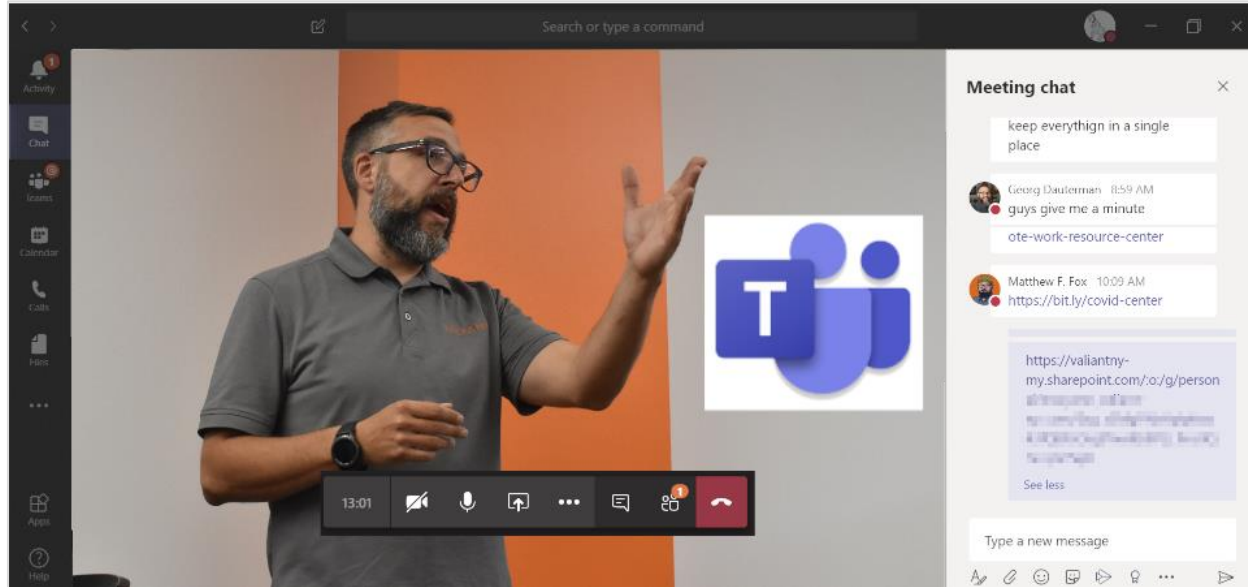
Unique voters 2

Unique voters 2

A screenshot of a voting session interface. The top bar shows "3 votes" and "Facilitator All changes saved". There is a "SHARE" button. Below the bar, there are three cards labeled "Unique voters 3" and "2 votes". Each card displays a grid of colored squares (purple, green, yellow) representing votes. The interface is dark-themed.

Get People To Work Together – Attributes: Personal Interaction + Technology/Platform Capabilities

Chat Conversations & Outside Assignments



Keeping People Engaged



Active Content Capture



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Paper & Digital “Screens”



POINT Discussion

Primary
Secondary

Plus: Benefits in making them a priority

Opportunities: Things that open up to us in making them a priority

Issues: Challenges in making them a priority

Now thinking: Ground breaking perspectives that come in making them a priority

What else would you like to discover?

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Segment Worksheet

Is this segment more likely to be a high-end purchaser?

Yes / No

Is this segment more likely to rent their home?

Yes / No

In what type of store would you most easily find this segment?

a) Home improvement stores (Home Depot, Lowes)
b) Big box (Walmart, Target)
c) Showroom
d) Hardware store

In what type of shopping channel(s) would you more easily find this segment than other segments (where do they over-index)?

a) In-store at home improvement stores (Home Depot, Lowes)
b) In-store at big box (Walmart, Target, etc.)
c) In-store at showroom
d) In-store at hardware store
e) Online at home improvement (Home Depot, Lowes)
f) Online at big box (Walmart, Target, etc.)
g) Online at hardware store
h) Online social media
i) Online manufacturer site
j) Online other (Amazon/Wayfair)
k) None

How much, on average, does this segment spend on remodeling in a year?

What is the percentage spend of the market this segment represents?

Who from your life does this segment sound like?

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Real-Time Competitions & Leaderboards

Prework: Deltathon Challenge 1

WHAT IS DELTATHON?

It's a "friendly" competition between Spotlight work session participants. This is your chance to demonstrate your value to your team and show off your razor-sharp mind.

Each Delta person is on a Deltathon team. Throughout the work session you'll be given Deltathon Challenges. You'll compete to win personal badges, plus your individual contribution will move your team up the leaderboard.

At the end of Day 2, the team at the top of the leaderboard will be recognized in a unique and memorable way.

GETTING CREDIT FOR COMPLETING A CHALLENGE

1. Complete the challenges during the designated challenge period. ***Once a deadline has passed, the challenge is closed.***
2. Before the end of the challenge period:
 - Log into the Deltathon Challenge link provided for each challenge.
 - Answer the challenge questions.
3. Keep an eye on the leaderboard throughout the work session to see where your team stands and how you can help.

DELTATHON CHALLENGE 1

Challenge period: Now – 11:59pm ET, Mon, 2/15

1. Review the information we've given you about **three of the seven** segments.
2. As you review the three segments, look for the your Deltathon team name – it's hidden somewhere in the segment profiles. 😊 (Hint: It is a mash-up of a Delta technology and musician)
3. Complete the segment typing tool Paul sent to you.
4. Log into <https://bit.ly/3q4epvQ> and answer the Deltathon Challenge 1 questions.

Real-Time Competitions & Leaderboards

Challenge 1	Challenge 1	Challenge 2	Challenge 3	Challenge 4
What's My Type?	Word Search	Want Fries With That?	Match Game	Segmentation Champ



Individual Contribution Badges

Customer Whisperer	Speak Up	Builder
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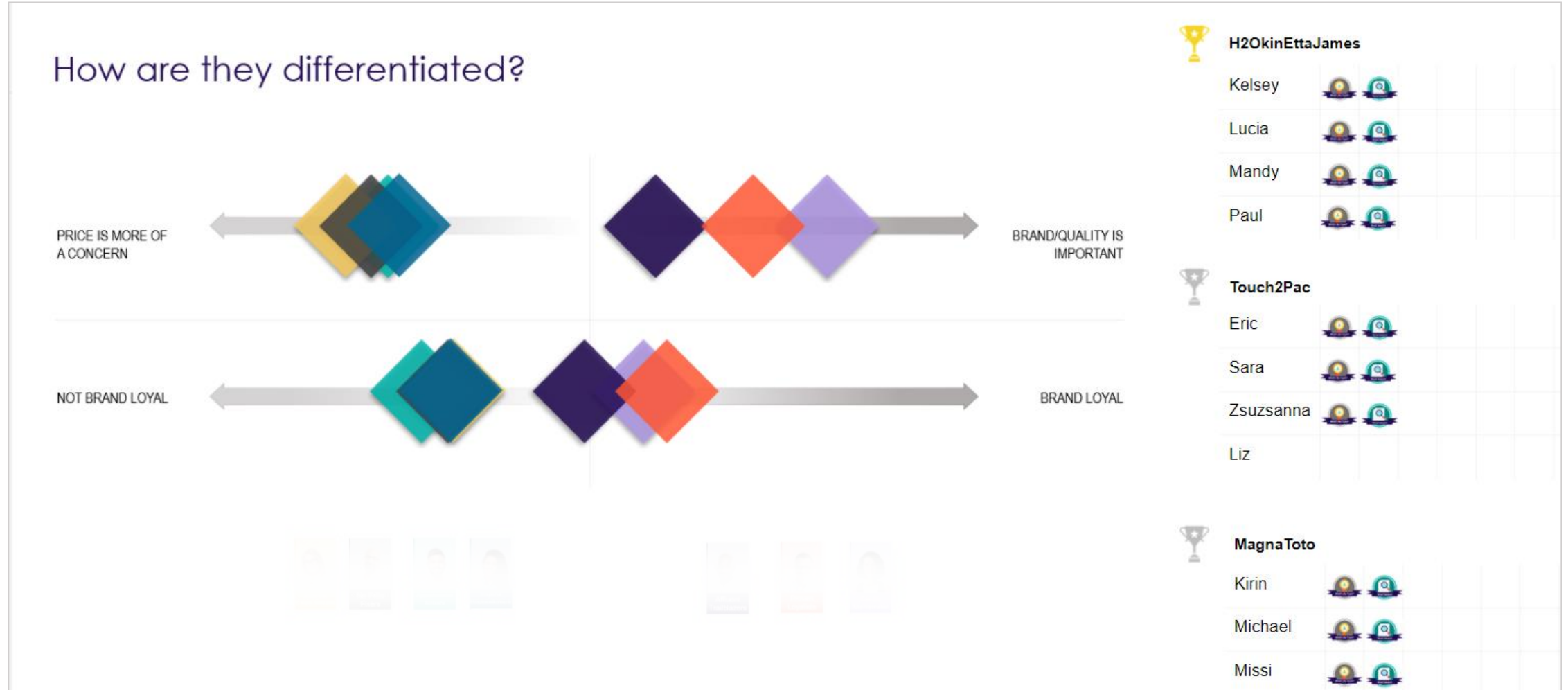


Extra Credit Badges

Gotta Get A Coffee	Brainiac/Factoid	I'm Not A Cat	You're on Mute
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Real-Time Competitions & Leaderboards



Real-Time Competitions & Leaderboards

Deltathon Challenge 2

Match each eatery with its most likely segment(s).

Have you been filling out your segments worksheets?



H2OkinEttaJames

Kelsey					
Lucia					
Mandy					
Paul					



Touch2Pac

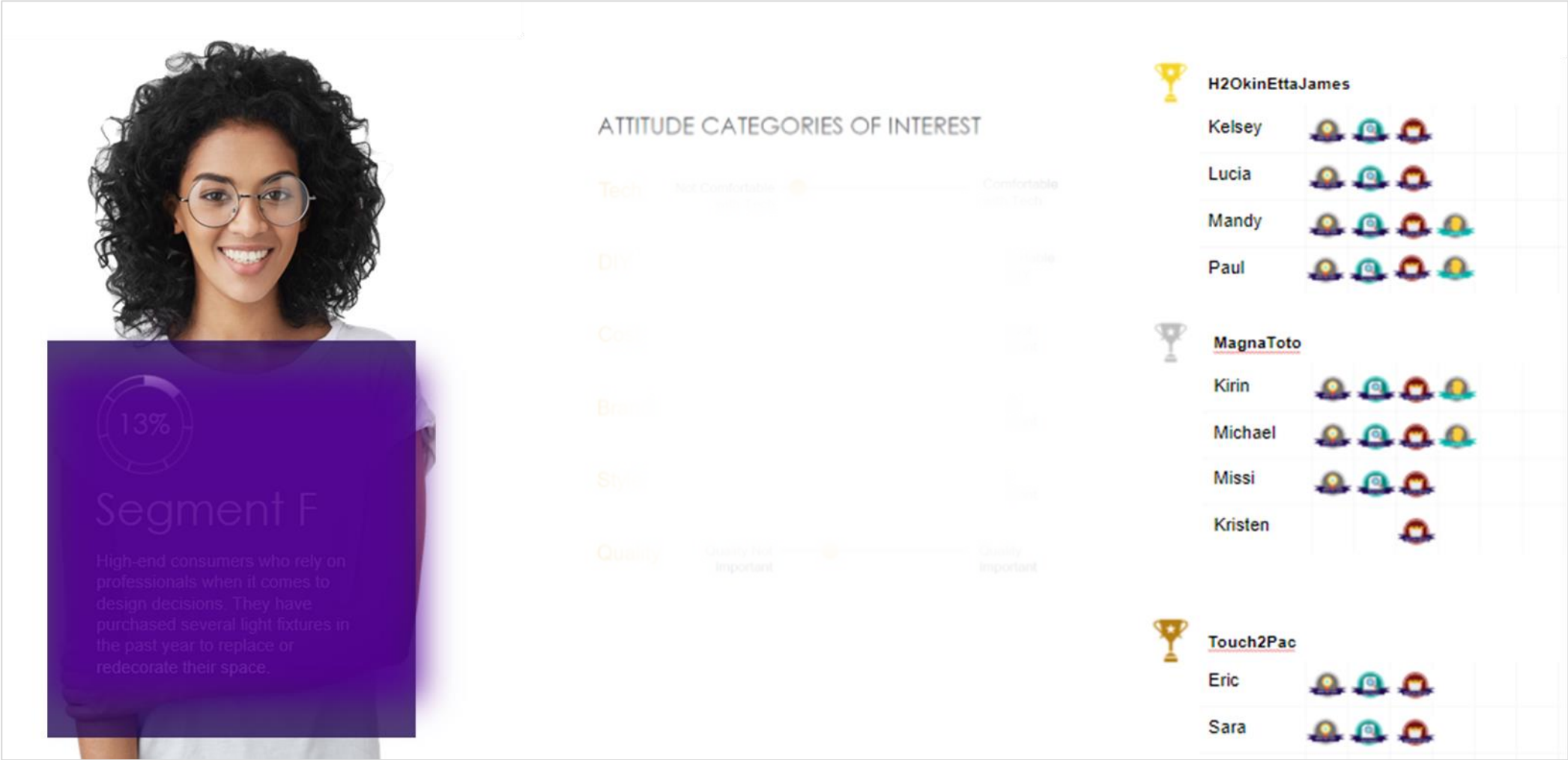
Eric					
Sara					
Zsuzsanna					
Liz					



MagnaToto

Kirin					
Michael					
Missi					

Real-Time Competitions & Leaderboards



Real-Time Competitions & Leaderboards

Deltathon Champions

Segmentation Challenge 2021



LEADERBOARD STANDINGS

 MagnaToto Kiran Singh Kristen Baum Mike Miller Missi Tate	 Touch2Pac Eric Black Sara Falzone Zsuzanna Beard	 H2OkInEttaJames Kelsey Kinniry Lucia Bayt McBroom Mandy Ellington Paul Ponsford
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ROCKSTARS

Mike Miller
Segment B

Missi Tate
Segment A





Keep People Engaged – Attributes: Personal Interaction + Technology/Platform Capabilities

Unexpected Fun





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Questions?





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Thank you!

