

# A Culture of Connection:

## Cultivating Team Synergy in Any Environment

APMP Western Chapter Conference



**Carrie Jordan**

Director of Proposals  
Proposal Center of Excellence (PCoE)  
Microsoft

# Agenda

Why is team culture important?

- 1 Culture of Human First
- 2 Culture of Trust
- 3 Culture of Collaboration
- 4 Culture of Work / Life Balance



# Why is team culture important?

## 3 types of team culture

Toxic	Apathetic	Thriving
<ul style="list-style-type: none"><li>• Anxiety</li><li>• Unhealthy competitiveness</li><li>• Uncertain</li><li>• Unstable</li><li>• Lost</li><li>• Unappreciated</li></ul>	<ul style="list-style-type: none"><li>• Bored</li><li>• Uninspired</li><li>• “Clock in, clock out”</li><li>• Stagnant</li></ul>	<ul style="list-style-type: none"><li>• Energetic</li><li>• Valued</li><li>• Fulfilled</li><li>• Innovative</li><li>• Safe</li><li>• Enjoy meaningful work</li></ul>

Because of how it makes people **feel**

People who enjoy their work, or at the very least their work environment, are more satisfied, committed, and effective at their job.

**= Win for employee, team, and company**

# 1 Culture of Human First

- Bring your authentic self to work
- Diversity & Inclusion
- "What's your recommendation?"



# Culture of Human First In Action

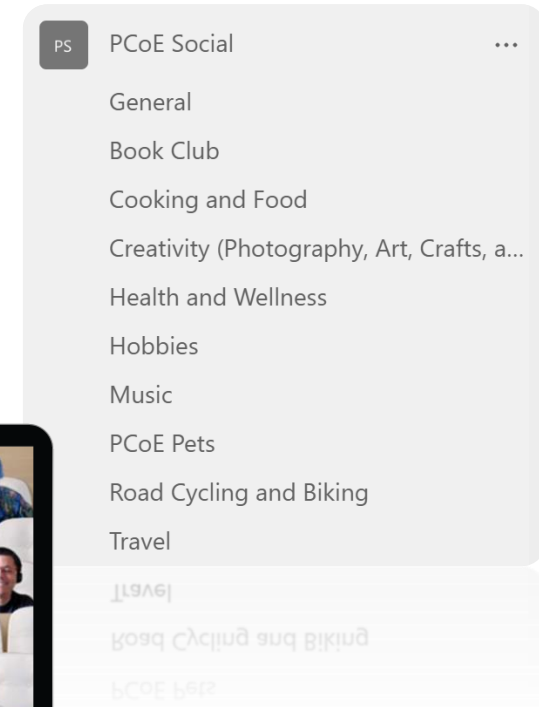


## Virtually:

- Video calls, come as you are
- PCoE social site
- All hands meetings with interactions in the Teams chats
- Virtual coffee chats
- Book club
- Virtual bingo
- LinkedIn – all connected on LinkedIn and support each other's posts and shares #PCoEProud

## In person:


- Coffee chats in person
- Book club in person
- Team building events/games in person



You go first.

# PCoE Teams Site: Kudos Channel



 **George Lee (Shipley Associates)** 5/10 11:15 AM ❤️ 27


### Kudos for all PCoE stars out there


Looking at all these posts, I just realized that it never ceases to amaze me how a bunch of people, many of which never met face to face before, can do such great things together, being so far apart geographically. 10 years ago, or maybe less, this was inconceivable. Today, we have TEAMS (and I emphasize this word, because I feel it) with members located all over the world, having their own cultures, habits and time zones, delivering professional outcomes every day, and I think this is simply amazing. I personally think that this is an accomplishment in itself and want to take a bow to all my PCoE colleagues and account teams, no matter where you are or what you do.

(Risk of sounding obsolete was taken into account).


[See less](#)

7 replies from [George Lee](#), [Shirley](#), [Pamela](#), [Marianne](#), [Marianne](#) and 4 others

 **George Lee (Shipley Associates)** 7/26 1:43 PM ❤️ 18

 Viva Insights ⋮

**George Lee (Shipley Associates)** sent praise to **Jonathan Espinoza (Shipley Associates)**



**Problem solver**

Thank you for being a protector of our time and giving the AT a wake-up notice!

[Review your praise history](#)

6 replies from you, [George Lee](#), [Marianne](#) and 2 others

[Reply](#)

 **Shirley** 7/27 9:55 AM ❤️ 33

### Congratulations [Marianne](#) - APMP Foundation!!

Kudos - Please join me in congratulating [Marianne](#) who successfully passed the APMP Foundation Certification Exam! Way to go [Marianne](#)!!!



[See less](#)

17 replies from you, [Shirley](#), [Marianne](#) and 14 others

# PCoE Social: Cooking!



 [View Profile](#) [View Posts](#) 8/27 9:23 AM ❤️ 6

**quick and easy weeknight meals?**  
hub and I usually go out on Friday nights but during the week I try to do more meals at home 😊 this is quite the challenge right now given my tiny little kitchenette (don't get me started), so I'm always on the lookout for meals that are simple but tasty 😊 one of our weeknight go-tos is **Caesar salad** (we buy the kit from Costco) **with pan-seared salmon** -- hub tosses the salad while I sear the fish 🙌 easy + delicious + healthy = WIN! 🙌 😊

[See more](#)

▼ Collapse all

 [View Profile](#) [View Posts](#) 8/27 10:22 AM ❤️ 4

That is one of our favorites as well! We also like to make quesadillas with whatever is in the fridge. Beans, sweet potato, a bit of cheese, peppers, onions, mushrooms, spinach, greens...we start by putting the bottom tortilla in the pan to heat up (no oil) and pile on the ingredients then a sprinkle of cheese then lay the other tortilla on top and place a heavy bottom pan (our cast iron works well) on top of the whole thing for a few minutes. Flip, repeat and cut with a knife or pizza cutter. Great quick meal. We made stuffed quesadillas one night because we had all the ingredients for it. We just used the same process as the quesadilla. It was delicious!

[See more](#)

 [View Profile](#) [View Posts](#) 8/27 1:10 PM ❤️ 3

I love the crock pot for easy weeknight meals!

- "Choose your own chicken sandwich" night - I throw chicken in the crock pot for a few hours with Better Than Bouillon, salt, and pepper. Then I shred it up and at dinner time, everyone can choose their own sauce toppings: BBQ, Pesto (Costco's jarred one is AMAZING) -- yum!

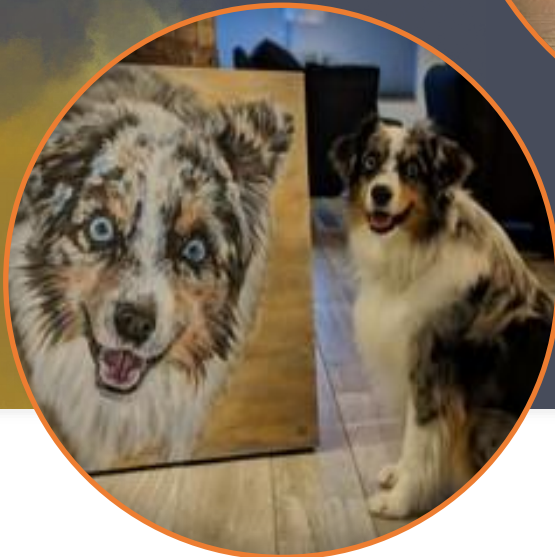
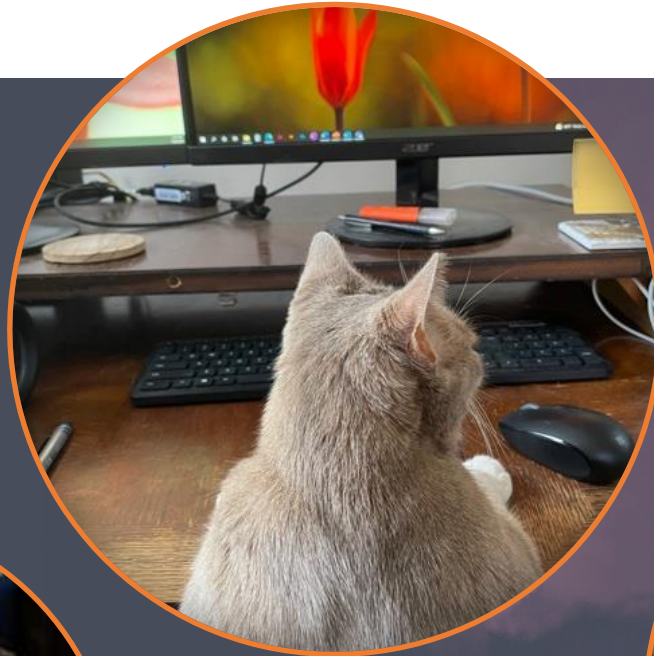
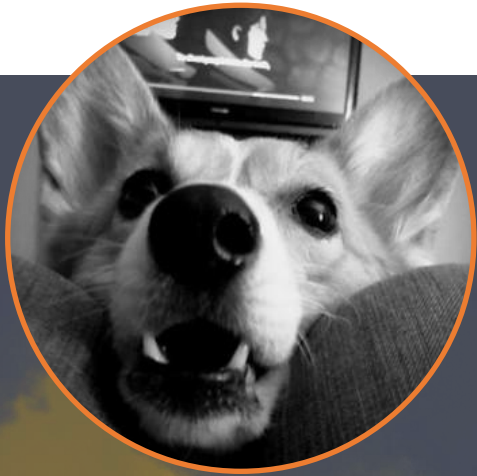
[See more](#)

 [View Profile](#) [View Posts](#) 8/27 1:56 PM

I do love Costco's pesto! ❤️ I haven't had my slow cooker in service since ~May b/c it heats up my kitchen (oh, the joys of surviving summer w/o central AC 🙄) but I'm getting ready to bust that bad boy out again! 😊 lol thx for reminding me I need to revisit my slow cooker recipes soon, yum! 😊

[Reply](#)

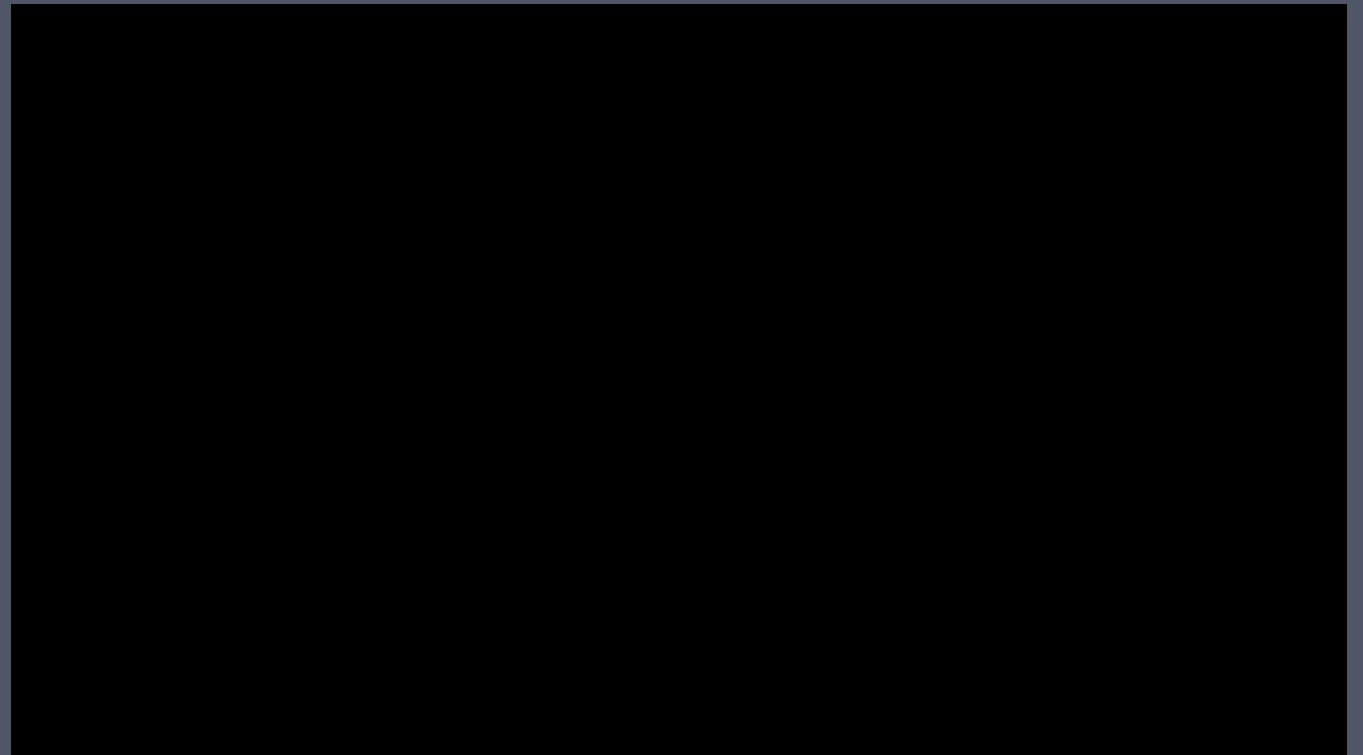
# PCoE Social: Pets!





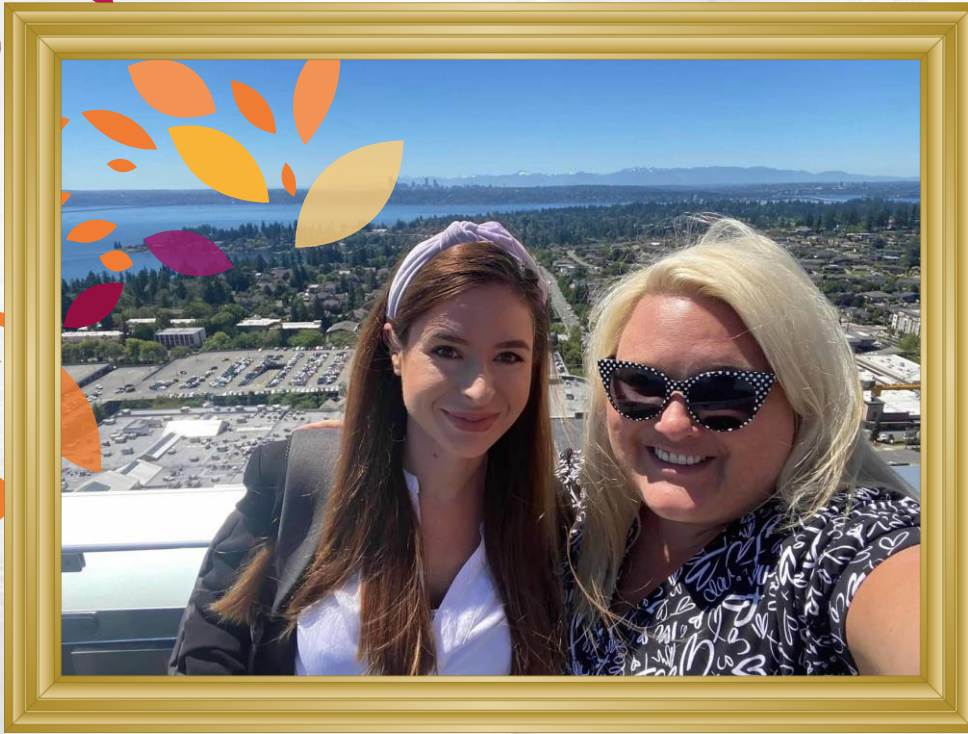
## Culture of Trust

- “Learn it all” organization, not “know it all”
- Mistakes are just information
- Fail fast, learn fast
- Trust first



# Culture of Trust In Action

- Angel's advocate



## 3 Culture of Collaboration

- “The sum is greater than its parts” - Aristotle
- No lone wolves
- “A rising tide lifts all boats”



# Culture of Collaboration In Action


- Special projects
- Community calls
- Robust Teams site
- All Hands calls

WWPS Proposal Center of Excellence

- General
- Content Management
- Creative Services
- Intake Triage
- Kudos
- Learning
- PCoE LT
- PW Community
- Stay Current

PCoE Special Projects

- General
- Accessibility
- Compete
- Customer Evidence
- Exec Summary - Cover Letter
- Finished - Gold Review
- Finished - Lessons Learned
- Finished - Pink Review
- Finished - Stakeholder Analysis
- Finished - Win Themes
- Proposal Alchemy Lab
- RFI vs RFP
- Teams template
- Templates

 7/11 4:45 PM

Hello [Support and Collaboration](#), I am currently working on an opportunity which the AT lead is looking for examples of actual Dynamics based executive summaries. Has anyone worked on any previous projects that can help fulfill this need? If so, would you be able to get permission from that account team to share the document? Thank you!

8 replies from [\[redacted\]](#)

← Reply

# All Hands

---

Rotating time zones to include all members of our global team

2 Icebreakers (type in the chat & formal)

Agenda focuses on the team (role or project spotlight/recent accomplishments)


Breakout sessions

Wins and down-selects

Director "Top of Mind"

Gratitude

---

 Encourage interaction throughout the call, LT typing in chat as the team presents, utilizing the Teams "reactions" buttons throughout, ensuring a collaborative and engaging call 👍 ❤️ 😄 😬 😞 😡



# Proposal Center of Excellence

# All Hands

June



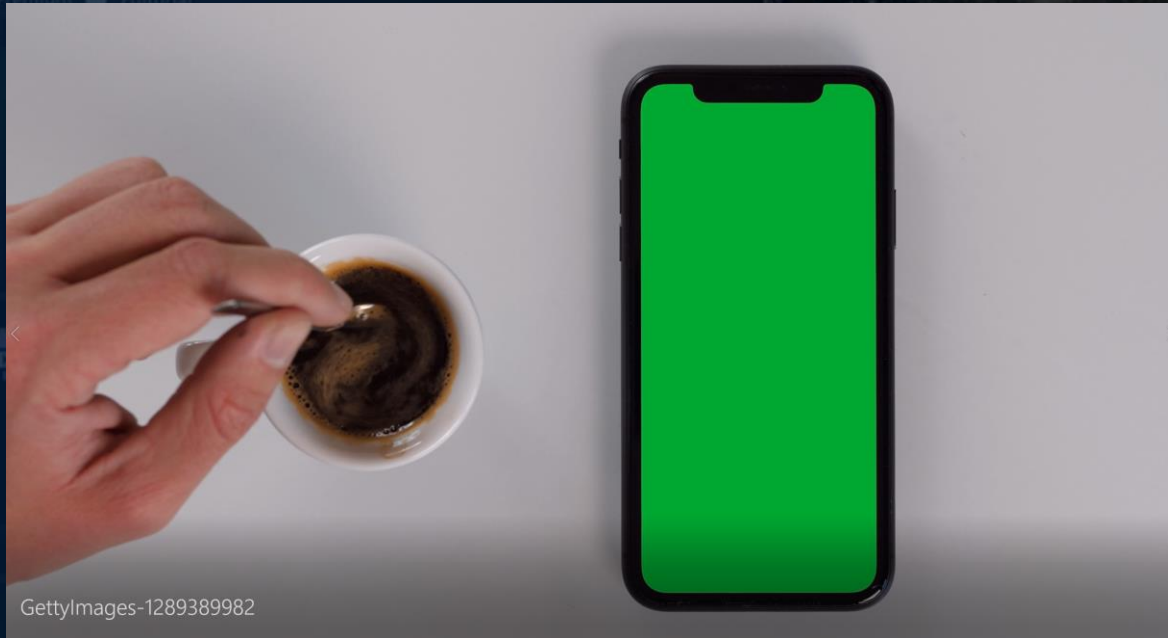
# Ice Breaker

- Who is your favorite superhero and why?



## Examples

# Custom content on a stationary device



### Details:

- ▶ Changing the background to transparent
- ▶ Creating the region for animation/video
- ▶ Creating the inside animation

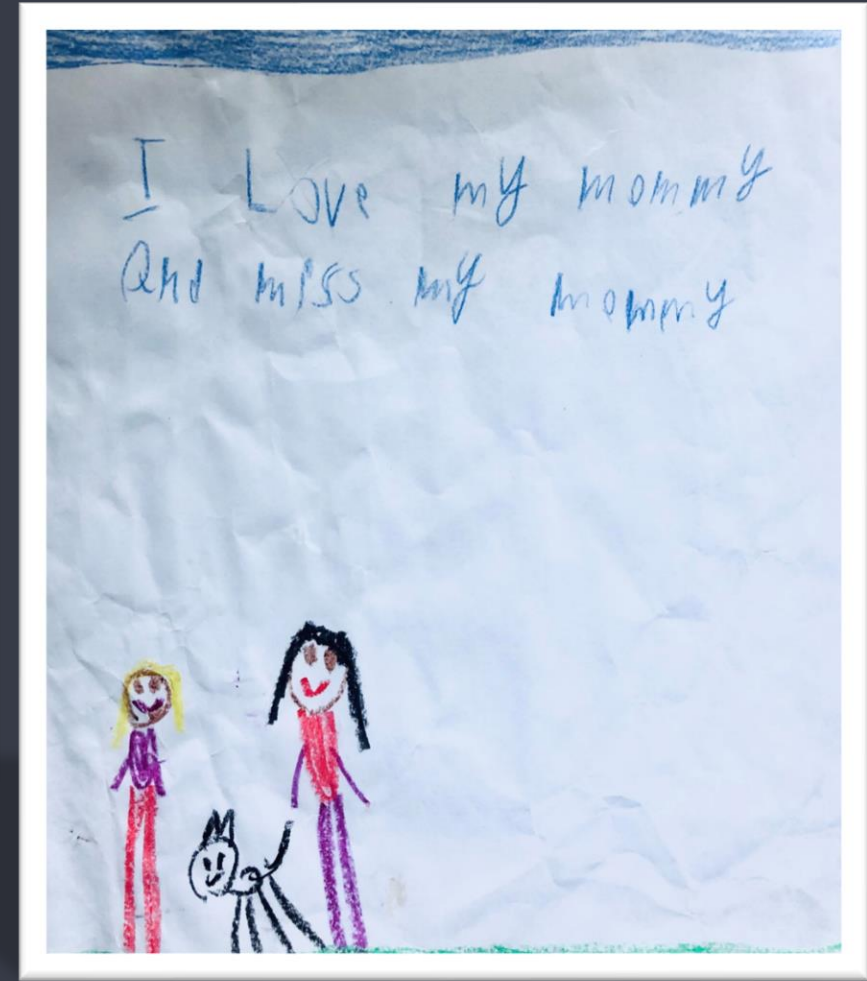
Complexity:  
Medium

Time:  
6 Hours



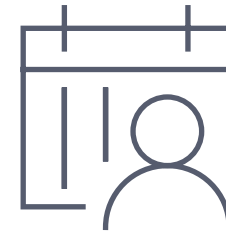
# 4 Culture of Work / Life Balance

- Challenge the stigma – at both leadership level and proposal professional level



# Culture of Work / Life Balance In Action as a Proposal Professional

- Develop proposal SOPs that support work/life balance
- Schedule out of office time and socialize early (and confidently)
- Take time back
- Block calendar
  - Outside of working hours
  - Friday afternoons
  - Focus or training time



PCoE Focus Fridays:  
12 PM-5PM

12 PM	PCoE Focus Fridays
1 PM	
2 PM	
3 PM	
4 PM	
5 PM	End of Day

# Culture of Work / Life Balance In Action as a Proposal Leader



- Flexible schedules
- Walk the walk

“When we tell people to do their jobs, we get workers. When we trust people to get the job done, we get leaders.”  
– Simon Sinek

## PCoE Vision:

- The best proposal shop in the industry
- The best proposal shop *to work for* in the industry

# PCoE Culture Survey



I believe PCoE's culture is so supportive because ...

"Everyone is patient and very forgiving. I'm new in role and have made plenty of mistakes, but people have given me space to 'fail forward' and learn from my blunders so I can get better and contribute more effectively to our team."

"Teamwork is real and celebrated."

I believe PCoE achieves work/life balance because ...

"Our LT gives us the flexibility to take care of life outside of our jobs and trusts us to manage our time to get the work done on time and to a high standard of quality. A happy team is a productive team!"

"The LT walks the talk and fosters a healthy work environment based on realistic expectations. The whole person is acknowledged and respected."

I believe PCoE's culture is so collaborative because ...

"Everyone wants to see everyone else succeed. This is a safe place to say vulnerable things like 'I don't know' and 'I need help.'"

"Unlike previous jobs I've held, everyone's opinion is valued and matters. You don't feel like what you're saying or doing is just filling space."

"This is the first team I've worked for that has truly demonstrated work/life balance. Thank you for trusting us to manage our time wisely and attend to our lives."



# Call to Action



- 1 Culture of Human First
- 2 Culture of Trust
- 3 Culture of Collaboration
- 4 Culture of Work / Life Balance

Thank you!

Q&A

