



Microsoft FY23 Kickoff

Agenda

- Mission & Why Simplicity
- Client Service & Success
- Talent Delivery & Engagement
- Project End & Redeployment
- Engagement, Learning & Development
- Microsoft Compliance & Reminders
- Q&A



Our Mission

We help everyone thrive in the new world of work.

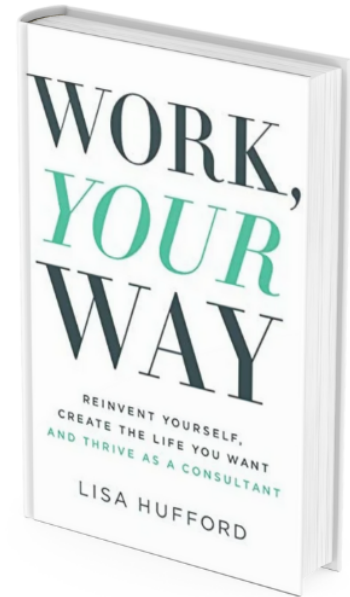
From strategy to execution, Simplicity Consulting is **the** marketing and business consultancy for the new world of work. We help companies accelerate growth, add a fresh perspective, and increase capacity—at the speed of business—with access to our curated community of diverse digital marketing, communications and project and program management experts.



 Celebrating the 1-year anniversary!

Work Your Way

Learning Series



Client Service and Success





Thank you!

From our entire Simplicity HQ team

Together

we achieved 82% of MSFT project renewals



Your Microsoft Account Team



Sheryne Cadicamo
Director, Client Service & Success. MSFT

CSM

C&E Marketing
Communications



Michelle Cartmel
Senior
Client Success Manager

Cloud & AI
WW Commercial Business
Modern Search Life & Devices
Strategic Missions & Tech



Reiko Kono
Senior
Client Success Manager

WW Commercial Business
Consumer Channel Sales & Marketing
Office of CFO
BD Strategy & Ventures



Jasmine Ines
Client Success Manager

WW Commercial Business
Gaming
Gaming Marketing



Lindsay Auten
Client Success Manager

WW Commercial Business
Experience & Devices
WW Retail Stores



Ashley Davidson
Client Success Manager

WW Commercial Business
Office Of CTO
C&E Marketing
Brand Advertising & Research



Lisa Giannini
Client Success Manager

CSA



Michael Ucci
Program Manager



Christina Howard
Client Success Associate



Jordan Boatwright
Client Success Associate



Ebony Johnson
Client Success Associate



Seleni DeJesus-Ponce
Client Success Associate

Support excellence

Do we know what success looks like?



WEEK 1

Project kickoff &
weekly follow up



30-DAY MARK

Monthly review



MBR/QBR

Recurring
project check-in



PROJECT ENDS

Review outcomes
& transition



Project Reporting, lifecycle cadence

First 30 Days

Review your deliverables and be very clear on how success will be defined.

***If your deliverables need to be refined, work with your CSM.*

Lifecycle Check in's | Reporting KPI's on your deliverables

30-day

60-day

90-day

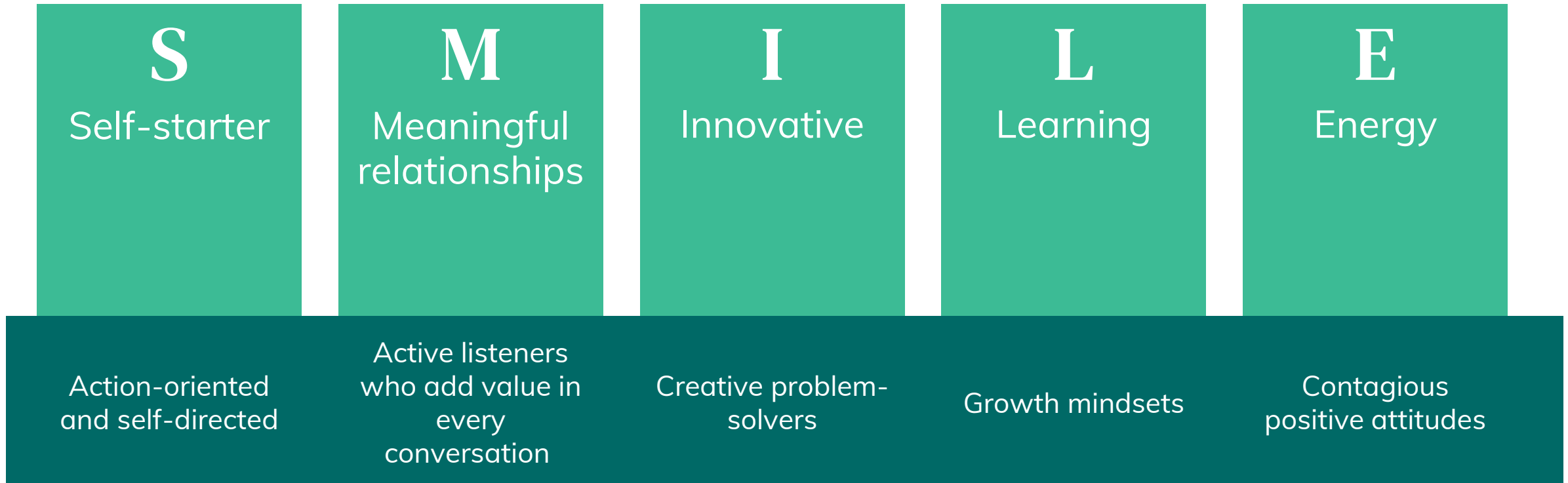
Quarterly

As-Needed



Performance Management

We assess creative talent based on hard & soft skills and culture fit. These five performance pillars are in direct response to what we know clients look for in consultants.



Opportunity

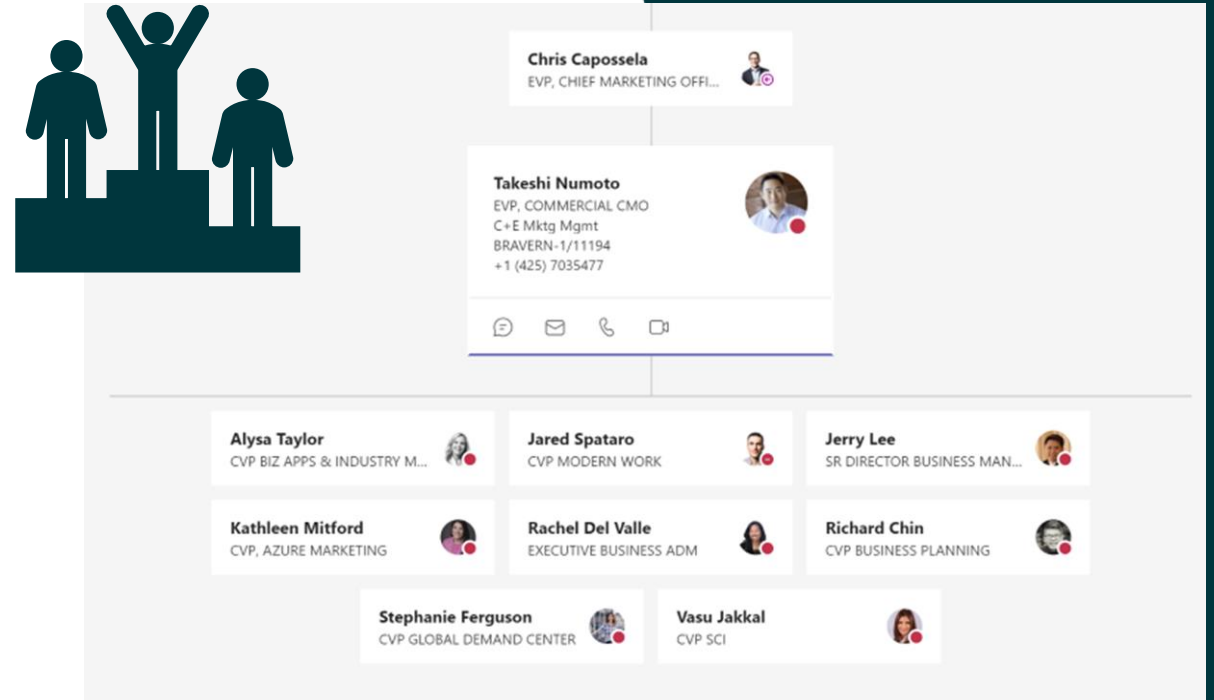


C+E Marketing & One Cloud Preferred Supplier

Simplicity Consulting has been selected by the Cloud Marketing as a **preferred supplier** to perform one or more of the following Services beginning on the Addendum Effective Date through June 30, 2024.

The following categories are for reference only and any role/title rate may be used to support any category or Cloud Marketing Teams:

- **Marketing Services**
- **Consulting & Advisory Services**
- **Market Research**
- **Technical Services**



Microsoft Wide | Executive Social Media Preferred Supplier

Simplicity Consulting has been selected by the Cloud Marketing as a **preferred supplier** to support all Microsoft Executives with their executive /social platform.

Executive Summary

APPROACH: Our “un-agency” approach delivers value and cost efficiencies for Microsoft. Our consultants and the individuals who make up our Support Excellence model, are our core product. We focus on dynamic, diverse, flexible talent solutions that drive innovation and accelerate growth. Through this approach, our clients receive close to a 20%-30% cost savings on projects.

OPPORTUNITY: Microsoft executives are the ultimate brand ambassadors. Their voices represent the company's diverse leadership, customer-centric mission, and innovative, future-forward approach.

To best represent the Microsoft brand, it's imperative that leaders are equipped and empowered with authentic, engaging, and thoughtful original content and a **cohesive and compelling personal brand**. But good content alone isn't enough. The messaging must stem from a strategic approach based on the company's overarching business and communication goals. Above all else, we must center the customer at the heart of every story.

SOLUTION: Simplicity Consulting is the “sought after” consultancy of choice for clients at Microsoft who seek seasoned professionals to deliver “on brand” executive communications, personal brand/platforms and original content.

Through our Talent Acquisition and Delivery teams, we maximize our ability to source and attract individuals to further build, amplify and maintain executive thought-leadership platforms. Our custom talent solutions, for Executive Social Media Support:

- Ladder up to brand priorities of product innovation and culture
- Position executives as positive, forward-thinking faces of the brand
- Build brand awareness with key audiences
- Amplify brand storytelling and news releases

Project Tracker- coming your way



Project Success reporting FY23

Project Tracker

Project Health	Goals/Deliverables	KPI's	Project Update	Assigned To	ROI Notes	Jan 2	Jan 9	Jan 16	Jan 23	Jan 30	Feb 6	Feb 13	Feb 20
1	Xbox HW Program Manager Services		✓	Consultant									
2	Engagement Dates												
3	Deliverables		✓	Consultant									
4	Event coordination, facilitation, and logistics for Partner Hardware product	Best practices Client Satisfaction Improved efficiencies The new KPI	✓	Consultant									
5	Maintain internal tools with most up-to-date info, support partner meeting logistics and travel coordination, manage D4X presence at the Industry Experience Center, manage IP consoles and controller inventory for partner distribution	Accurate documentation Best practices Effective communication Improved efficiencies Partnership influence/improvement Process improvements Stakeholder feedback	✓	Consultant									
6	Manage roadmap of proposed Licensed Products eligible for Xbox owned and operated marketing support	Best practices Cross functional influence Increase sales ROI	✓	Consultant									
7	Lead the internal partnership with the Xbox Marketing Teams, including both Product Marketing and Retail Marketing, to plan and execute marketing activities across Xbox owned and operated channels, and at retail, for Xbox Licensed Products	Client Satisfaction Cross functional influence Increase sales Partnership influence/improvement	✓	Consultant									
8	Lead weekly BCR, Team Staff, James Staff, and other meeting series and follow up with action item assignments for the larger team	Client Satisfaction Cross functional influence Effective communication Stakeholder feedback Stakeholder influence	✓	Consultant									
9	Act as primary point of contact for the team with key internal partners such as: Events, Xbox.com, Xbox Global Marketing, PR, and other teams	Cross functional influence Partnership influence/improvement Stakeholder feedback Stakeholder influence	✓	Consultant									
10	Project Check-in												

- Stay focused on the project deliverables and KPIs because that is the data that allows us to showcase a clear ROI to the client.
- Early wins and small victories lead to a confidence that you are working on the right project.
- Showing up and adding value to the client; being a self-starter and anticipating the client's needs helps to build trust.
- Communicating any change in your deliverables to your CSM provides the opportunity for us to analyze scope changes and advocate where necessary.



NPS – how we serve you better

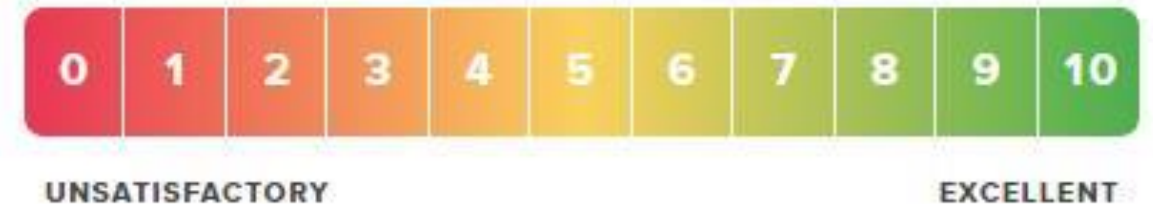


NPS Survey and our support!

- An important part of our support model is understanding how best we can be supporting **YOU** and the success of the project all up.
- Our KPI's are attached to the NPS survey which you will receive at various points of your project lifecycle.
- This is directly related to your overall experience with Simplicity (not Microsoft/other client) and how our team effectively provides support.
- Please be sure to give your feedback and utilize the comments section as we take feedback very seriously in our efforts to always be learning and growing.



Overall, how would you rate your experience with Simplicity (1-10)? *





127 of you responded – thank you!

“Excellent support and communication. I immediately felt valued and appreciated as a team member.”

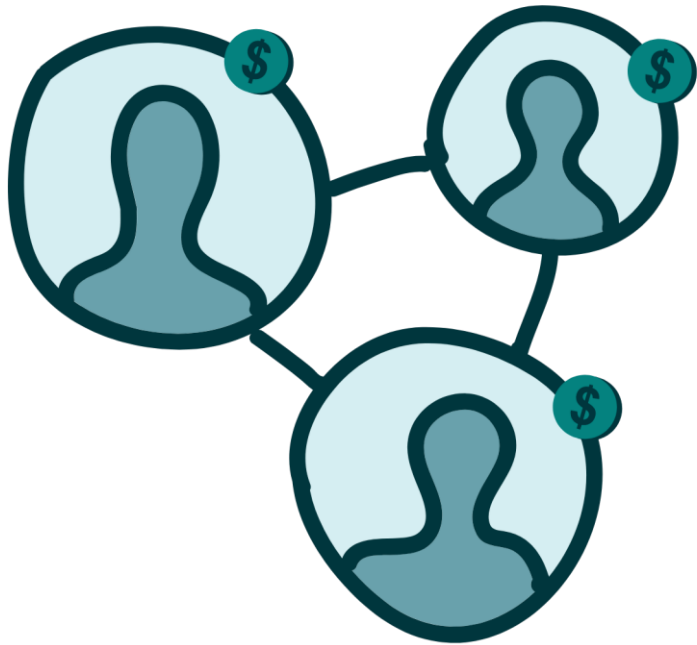
	Simplicity	2022 Best of Staffing Average	2022 Staffing Industry Average
NPS	86.6%	72%	19%
Promoters (9-10s)	86.6%	79%	45%
Passives (7-8s)	13.4%	13%	29%
Detractors (0-6s)	0%	8%	26%
Average	9.5	9.0	7.7



Paying it forward...



Pay It Forward



- We have the best talent, and our clients have big needs. **Let's work together to help our clients achieve their business goals**, while also helping our consultant team members find meaningful work!
- Refer a new project and **receive 3% of the new project revenue** for up to one year, paid monthly!
- For example, **if you refer a project valued at \$100,000, you'll receive a total referral bonus of \$3,000!**



Talent Delivery + Engagement Team



Talent Delivery & Engagement Team



Cindi Newell-Timmons
Director, Talent Delivery & Engagement



Markelle Rich
Sr. Talent Manager



Erica Elliott
Sr. Talent Manager



Dayna Weir
Talent Manager



Lauren Hardin
Talent Manager



Will Weldon
Talent Associate



Lauren Helmer
Talent Associate



Meranda Clausen
Talent Associate



Claudia Whitehead
Talent Associate



Project End and Redeployment -Simplicity Talent Team Support -



Redeployment

Simplicity Talent Team Partnership



Project ending?

We are going to know 60 days ahead of time so we can ALL best support you!



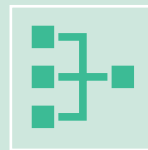
Stay connected with us!

We are here to partner with YOU and deliver great L&D, networking opportunities and bring you relevant information from our leadership and supporting teams!



Share your project success!

We want to highlight YOU!



Activate the network!

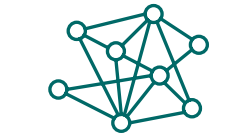
We can show you how with coaching & PRO TIPS to engage your network for the work you love to do!



Your next client is out there

Clients are looking for **strategic doers, individuals with demonstrated expertise** in a variety of areas including (but not limited to) project & program management, strategic communications & branding, business management & operations, and digital marketing.

Today, we work with enterprise companies specializing in:



Data & AI



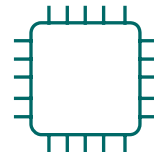
Healthcare



Retail



Cloud



Enterprise
Tech



Engagement + Learning & Development For You!

Monthly Engagement Opportunities

- Simplicity Sync Calls
- Newsletter / Blog Posts / LinkedIn
- Homepage Hero
- Ask The Experts Training PRO TIPS (for the community, by the community)
- Work Your Way Series and Coaching Session On Key Topics On Our Website/Resources
- **Project ReFRESH**
 - Coaching workshop sharing PRO TIPS in activating your networks
 - Cultivating and honing your person brand – the work you love to do
 - Networking with other consultants in our community

**Be sure to watch for invitations to our Bi-Annual Consultant Celebration Events
with quarterly consultant opportunities to network**

Contact Info + Reminders



Who to go for what...



Operations – equipment, backend support, client company credential and network coordination: ac@simplicityci.com



Client success – day to day support throughout project: msft_csm@simplicityci.com



Human resources – 401k match program, PTO, and for consultants working 30+ hours/week, medical benefits: hr@simplicityci.com



Talent – candidate referrals and redeployment on projects: talent@simplicityci.com

THIS SLIDE SHOWS YOU WHERE TO GO FOR WHAT – BE SURE TO REFERENCE THIS AGAIN



Reminders

Business Operations : Madeline Obernesser

- **Expense Reports:** always be sure to reach out to your client success manager prior to expensing items requested by your client, to ensure we have funds in your PO to reimburse you.
 - You can reach out to expensereports@simplicityci.com with questions
- **Tech Support w/ ISOutsource:** for any hardware related issues, Simplicity email support, connecting to Microsoft's network, assistance in untethering etc.



Reminders

Business Operations : Madeline Obernesser

- **Simplicity Exchange**: is your go-to resource for all things Simplicity – expense reports, data protection, untethering assistance, benefit details, and more
- **Supplier Security and Privacy Assurance (SSPA)**: if you collect, process, or store personal data in the work you do, let your CSM know.
 - **Personal data**: name, email, phone number (personally identifiable information)
- **External staff policy a.k.a. 18/6**: we manage this from end-to-end and track dates and deadlines



Reminders

Upcoming Trainings

- Annual Supplier Code of Conduct Training
- Data Protection and Regulation Policy Review

Due by August 31st – More to Come!!



Questions?

hello@simplicityci.com



...people will forget what you
said, people will forget what
you **did**, but people will
never forget how you made
them **feel**.

MAYA ANGELOU



Thank you

Let us know of any support you need along the way – WE ARE HERE!