

Welcome to our webinar !

Firing Up Your IT Staff: How To Engage Your IT Department



Please note:

- This webinar will begin at 16:00pm and finish at 17:00 pm (CET)!
- After 40 minutes there will be a 20 minutes time slot in which any questions or thoughts can be shared. Alternatively, you can ask your questions in the chat and we will do our best to answer them in the chat or later during the Q&A.
- If you have a question or thought during the Q&A, please use the 'raise your hand' feature so we can give you the floor. Please don't use this feature prior to the Q&A !
- This webinar will not be recorded.

Webinar



Firing Up Your IT Staff: How To Engage Your IT Department

March 16, 4-5 PM CET

Welcome world

WHO IS HERE TODAY?

- Denmark
- United States
- UK
- Spain
- Bosnia
- Switzerland
- Sweden
- Poland
- Germany
- Kenya
- Netherlands
- Belgium
- Finland
- India



Agenda

Key findings 2021. Relation
end user experience and IT Staff. 10 min

How to fire up your IT staff 15 min

Findings cross cultural research 10 min

What you can do in your organization 5 min

Discussion / Q&A 15 min



Analyses on 2021

- Number of IT end users analyzed
600,000
- Number of countries: 192
- Number of active clients: 2021: 65
- Number of companies: 490

What is our data telling us?

Analyses IT Happiness data 2021

- 600,000 IT end users analyzed
- Number of countries: 192
- Number of companies: 490

Top 3 topics with largest number of improvement suggestions and compliments:

- Service Desk
- Information & Communication
- Hardware

Positive feedback about the IT Service Desk

- People make the difference and are regularly mentioned by name.
- Friendly and helpful are common arguments.
- If someone is kind and helpful there is more understanding

Negative feedback about the IT Service Desk

- Language of IT is too technical.
- Lack of knowledge of the business
- Users prefer contact with “real” people, persons they are familiar with.
- Making sure end users are seen and heard is as important as the solution or the answer itself.

Positive feedback about the IT Communication

- Clear and on time messages.
- Compliments are regularly given at a personal level.
- Tips & tricks are well appreciated

Negative feedback about the IT Communication

- Too many or unclear messages
- Too late
- Unnecessary or bad timing updates

What can or should be expected of an end user?

Self-solving vs being "pampered".

In all cases: it's about PEOPLE



HOW TO FIRE UP YOUR IT STAFF?

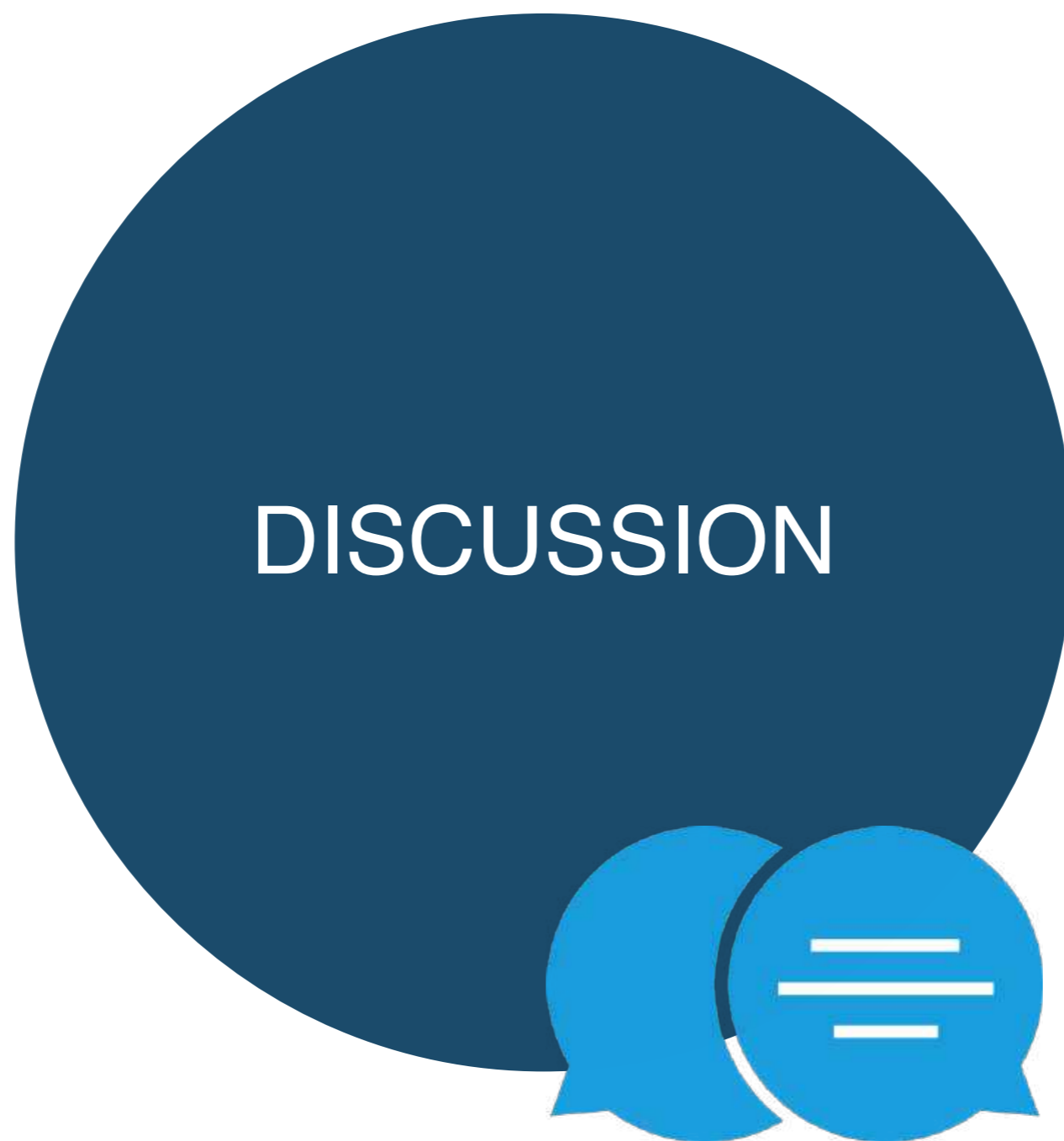


IT STAFF ENGAGEMENT

YORiZON
the IT Happiness company

**IT personnel deserve
special attention**



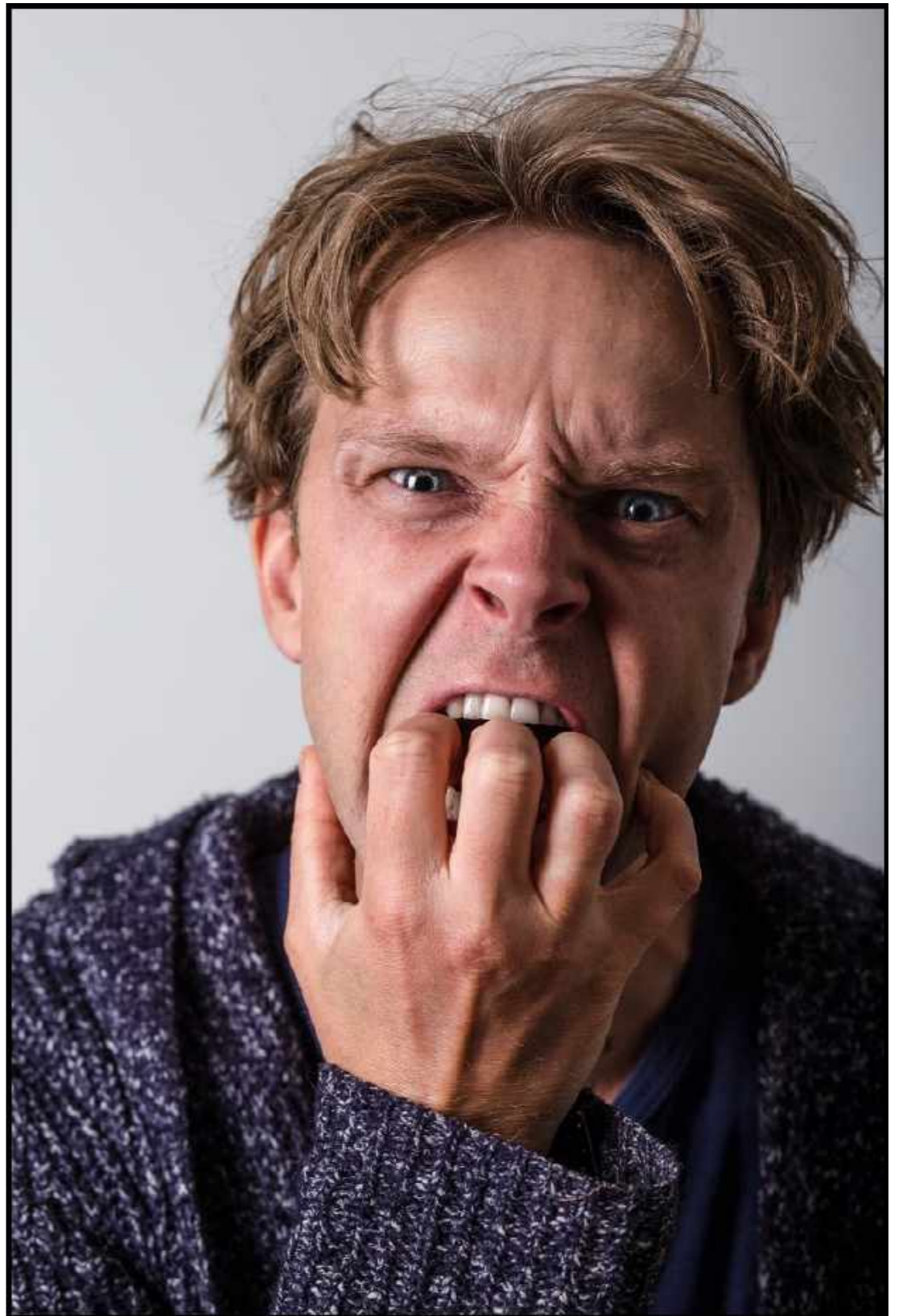


Do you feel that IT staff is underappreciated in your organization?

If you agree, is there anything you try to do to change this?

If not, how come the appreciation is so high?

the good



& the bad

ENTHUSIASM BLINDNESS

WHY ARE WE BLIND?

1

FOCUS ON IMPROVEMENT

2

FOCUS ON COMPLAINTS

3

ENTHUSIASM IS NAIVE

The Olympic fire of IT



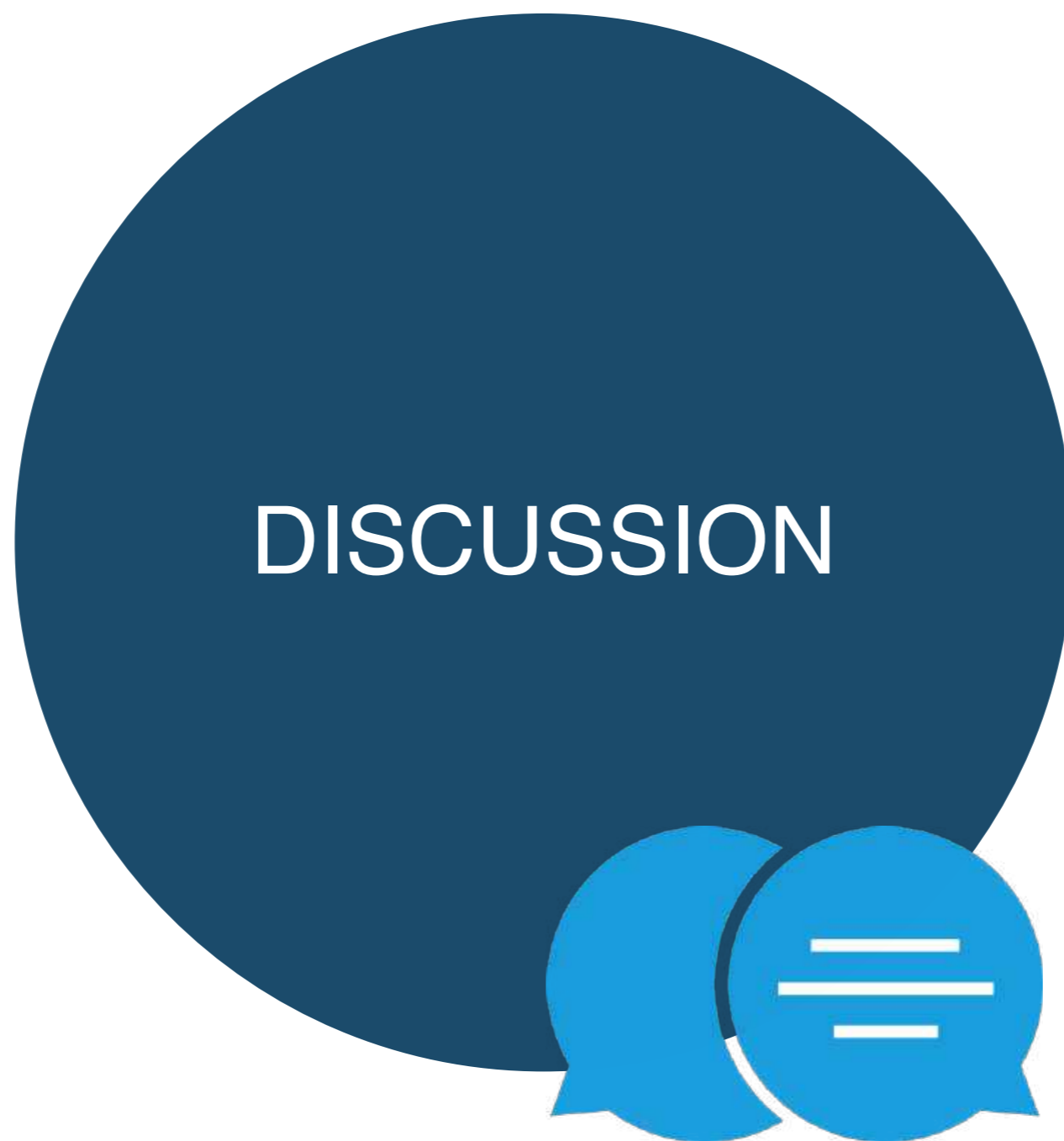
IT facilitates colleagues, so that ...

- they can do their work
- they can help customers
- the company achieves its purpose



IT has connected people in times of social distance and has saved the economy





Since the pandemic, the appreciation for IT staff has been on the rise.

Is this something you experience too?

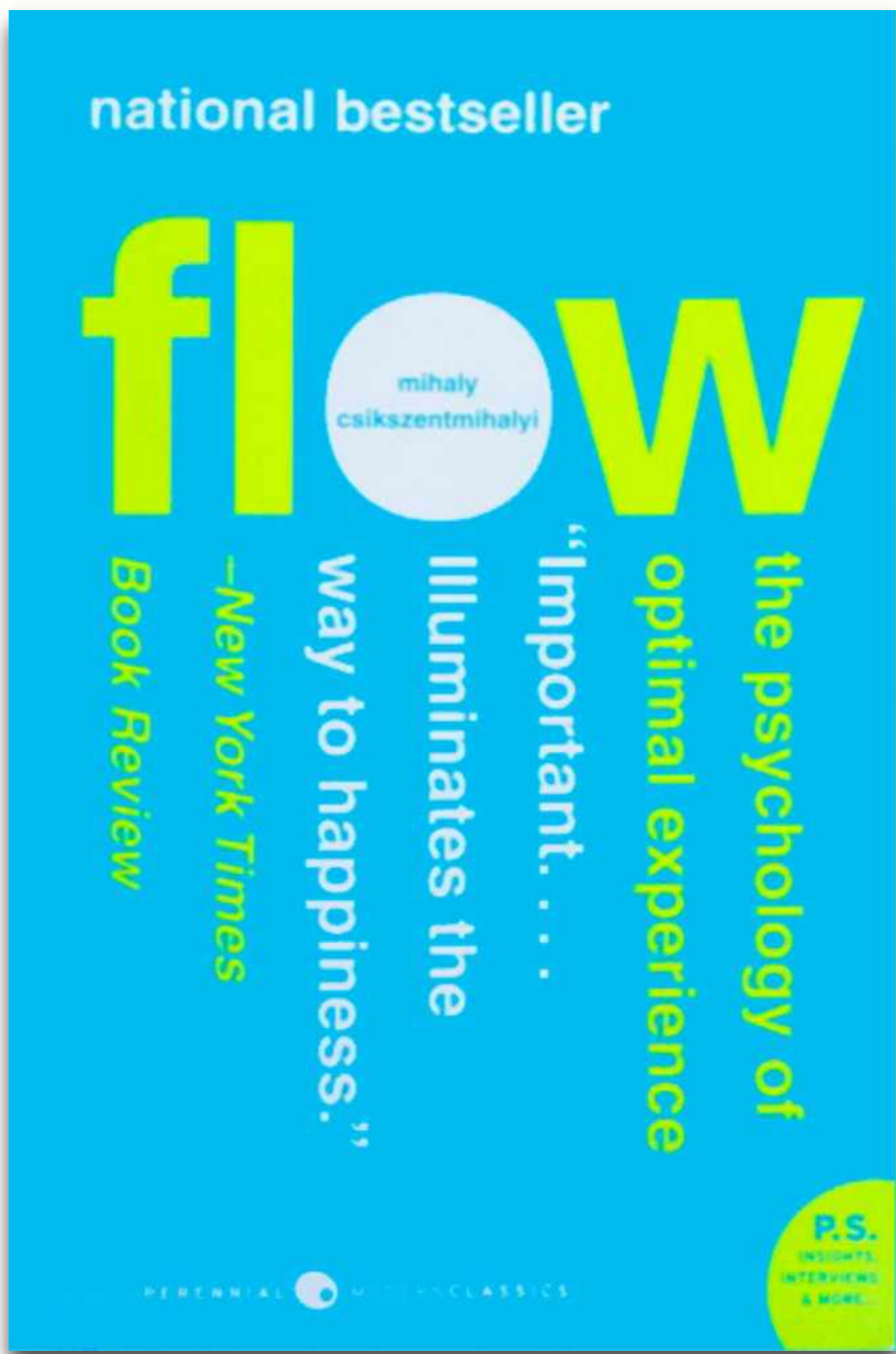
Do you try to seize the moment in this respect?

IT departments of organizations worldwide are fighting a war against Russian hackers



HOW TO CREATE FLOW?





1

CHALLENGE

2

PLEASURE

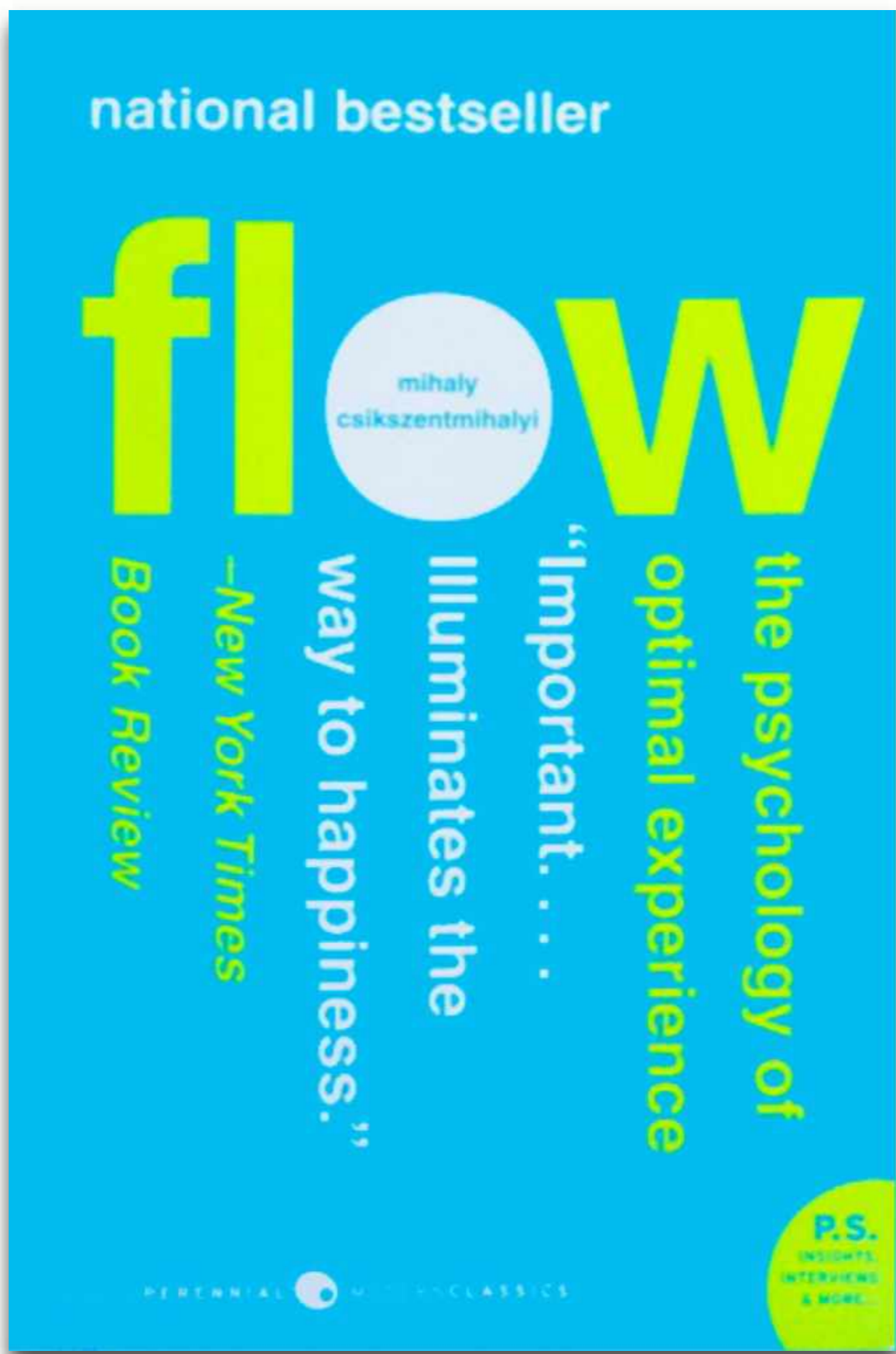
3

(POSITIVE) FEEDBACK



GAMES

EN FLOW



1

CHALLENGE

2

PLEASURE

3

(POSITIVE) FEEDBACK

A woman with long dark hair, wearing a black tank top, black shorts, and blue sneakers, is climbing a dark, textured rock face. She is seen from behind, with her arms and legs extended as she grips the rock. The background shows more of the rock wall and some green foliage at the bottom.

**Challenge is especially
important
for IT personnel**

Cliffhanger



USING THE TEAM'S TALENTS



HIGHER PURPOSE



FLAME



IT department International bank:

**How can we create
customer enthusiasm?**

We don't serve external customers



Online
banking



Security



Privacy

IT creates

enthusiasm

among its

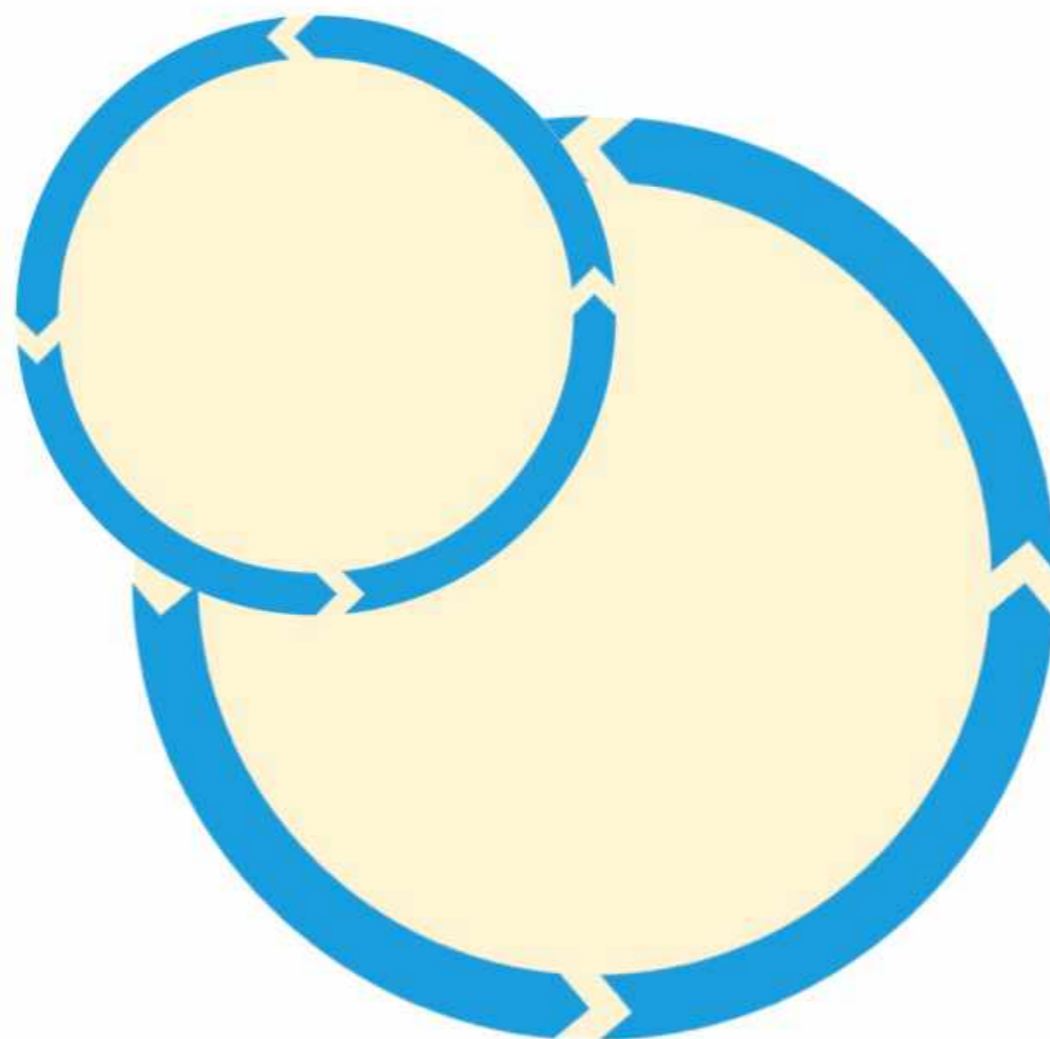
customers

every day

Positive experiences

“Making customers happy is the best reward”

“The most enjoyable is the satisfaction of completing a task that exceeds expectation of the end user.”



COMPLIMENTS

GETTING -> FLOW

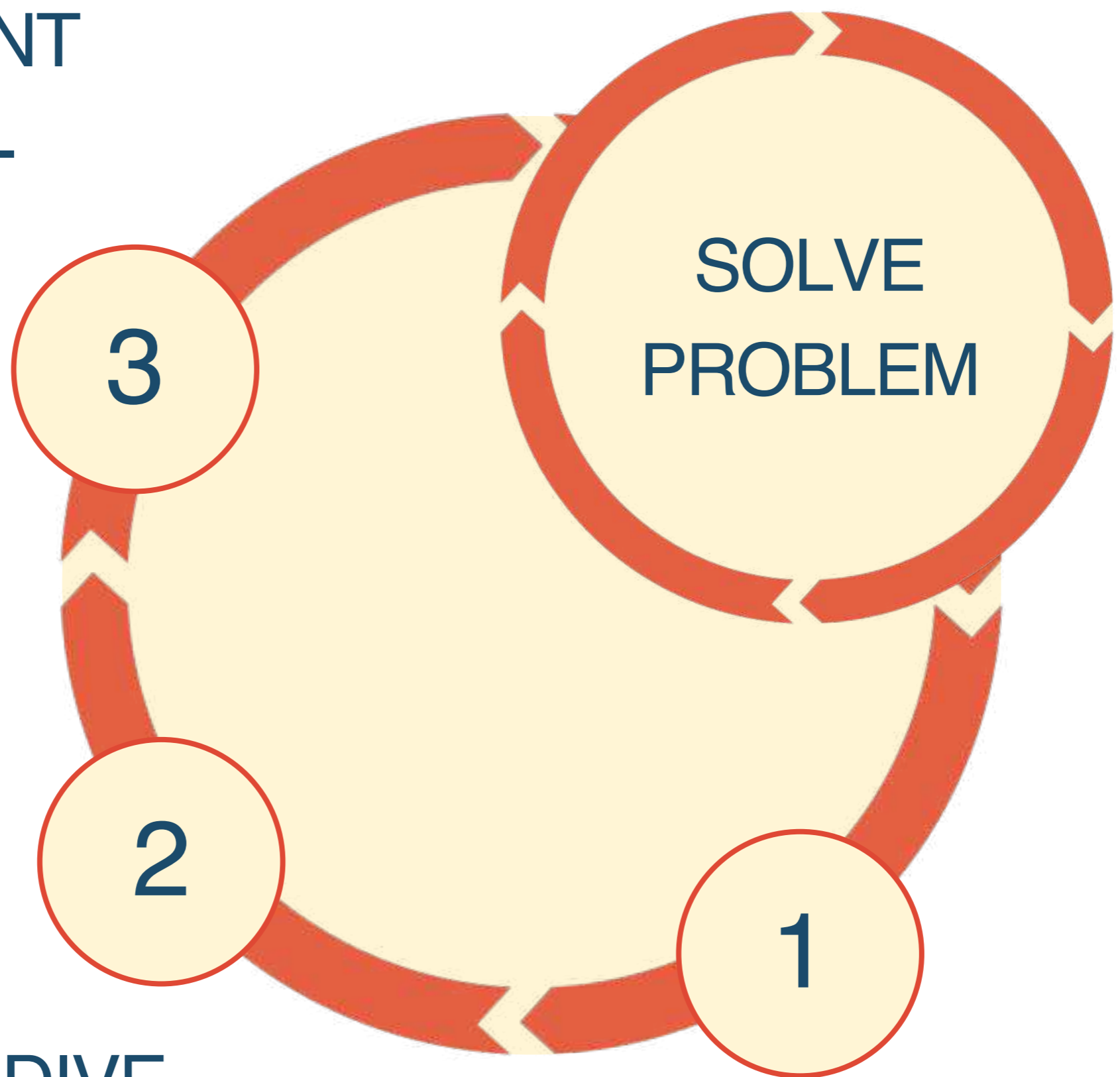
GIVING -> FLOW



Online extra
attention is needed

FEEDBACKLOOP

IMPLEMENT
IMPROVE-
MENTS

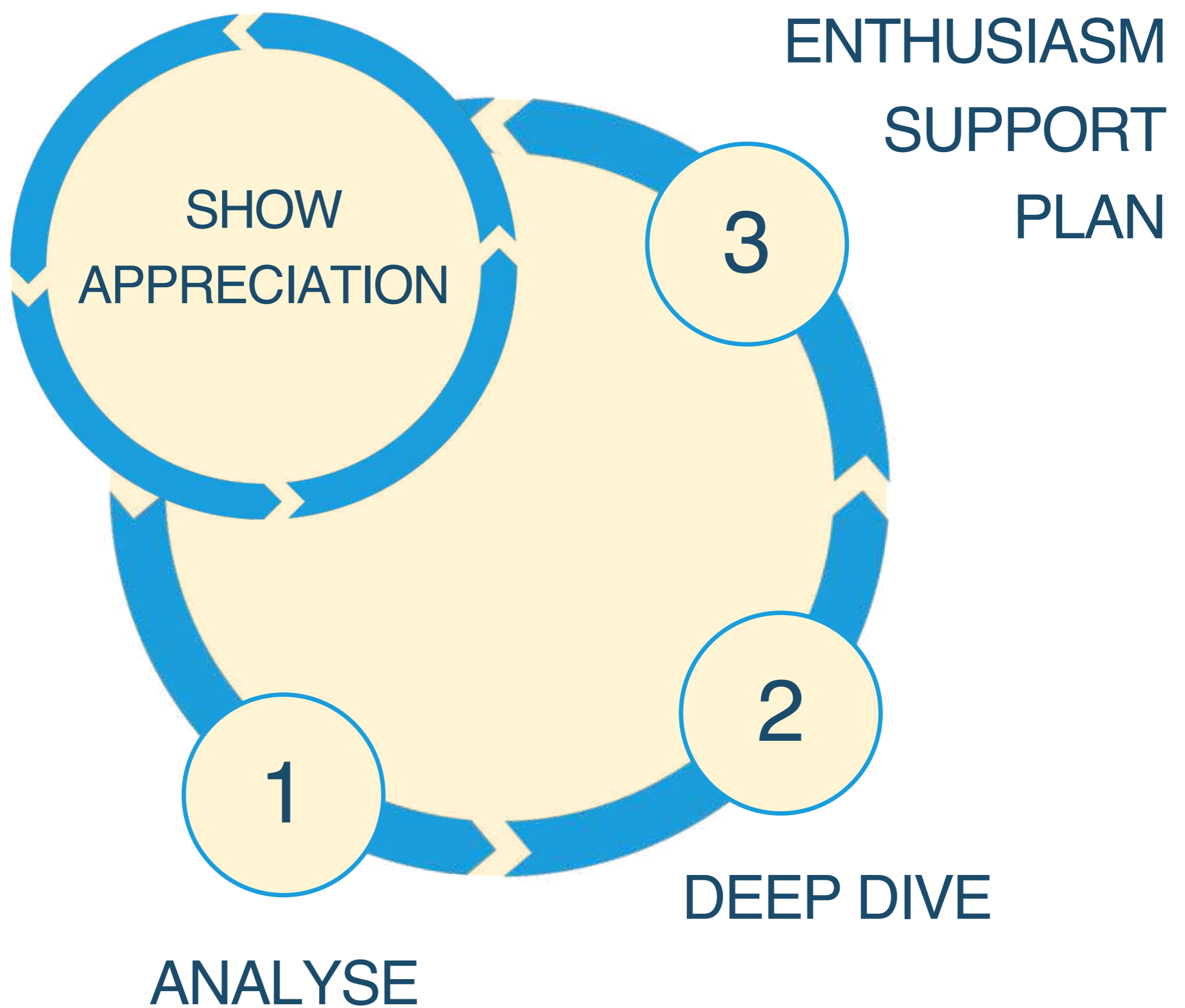


DEEP DIVE

ANALYSE

LOW SCORE

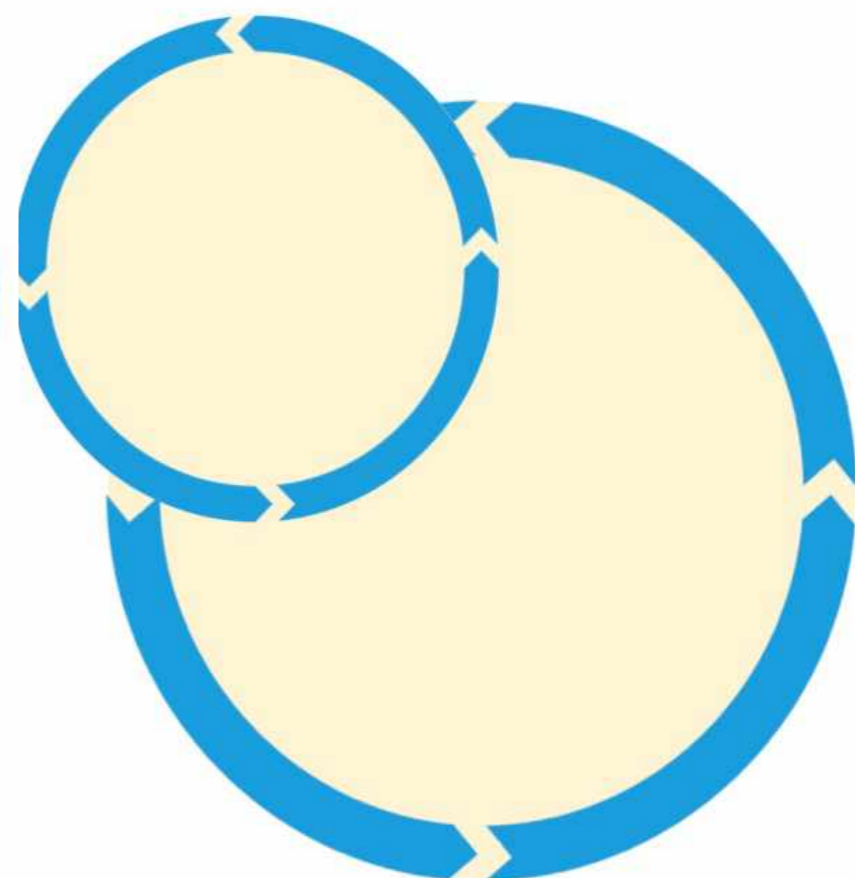
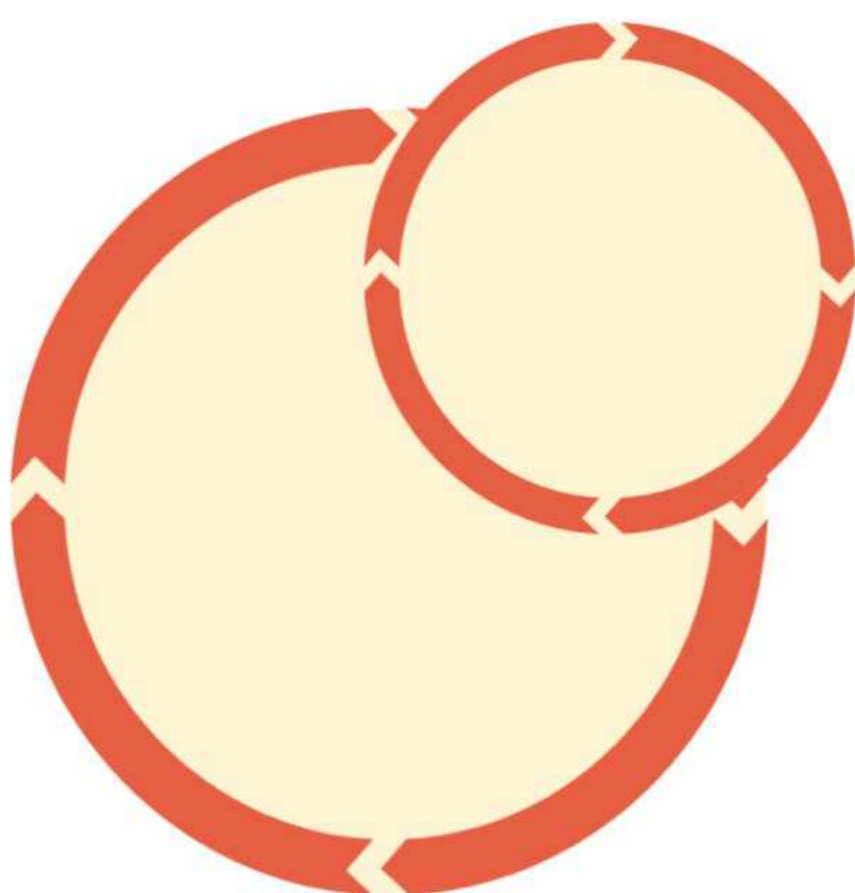
POSITIEVE FEEDBACKLOOP



HIGH SCORE



HELLO? HELPDESK?... EVERYTHING WORKS!!
THANKS A LOT!





IT staff engagement SURVEY

Topics

- Satisfaction
 - Enthusiasm/ Flow
-

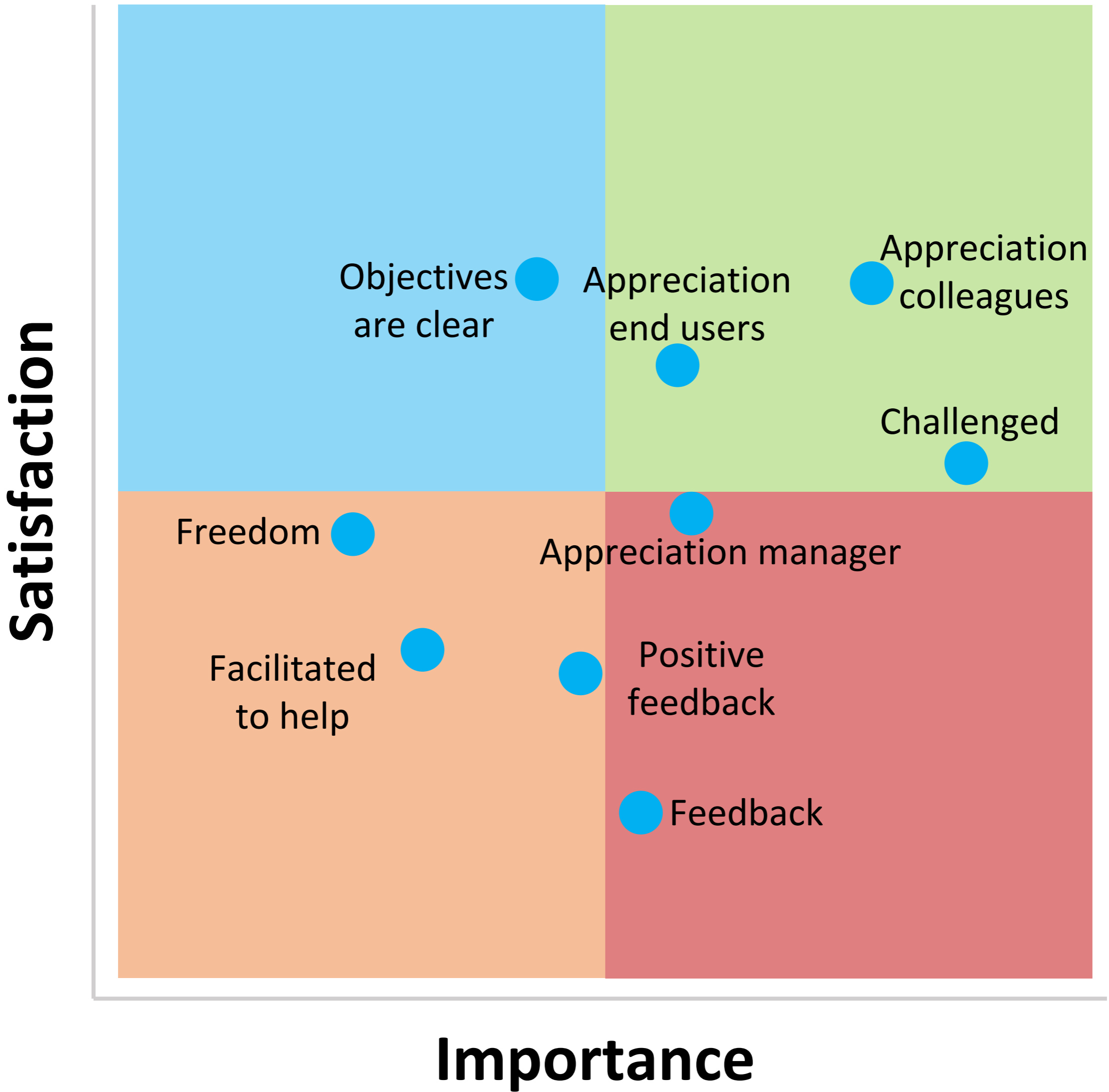
- Work pressure
 - Collaboration departments
-

- Appreciation from manager
 - Appreciation from colleagues
 - Appreciation from end users
-

- Impact COVID

Priority matrix

IT staff NL



● Hold

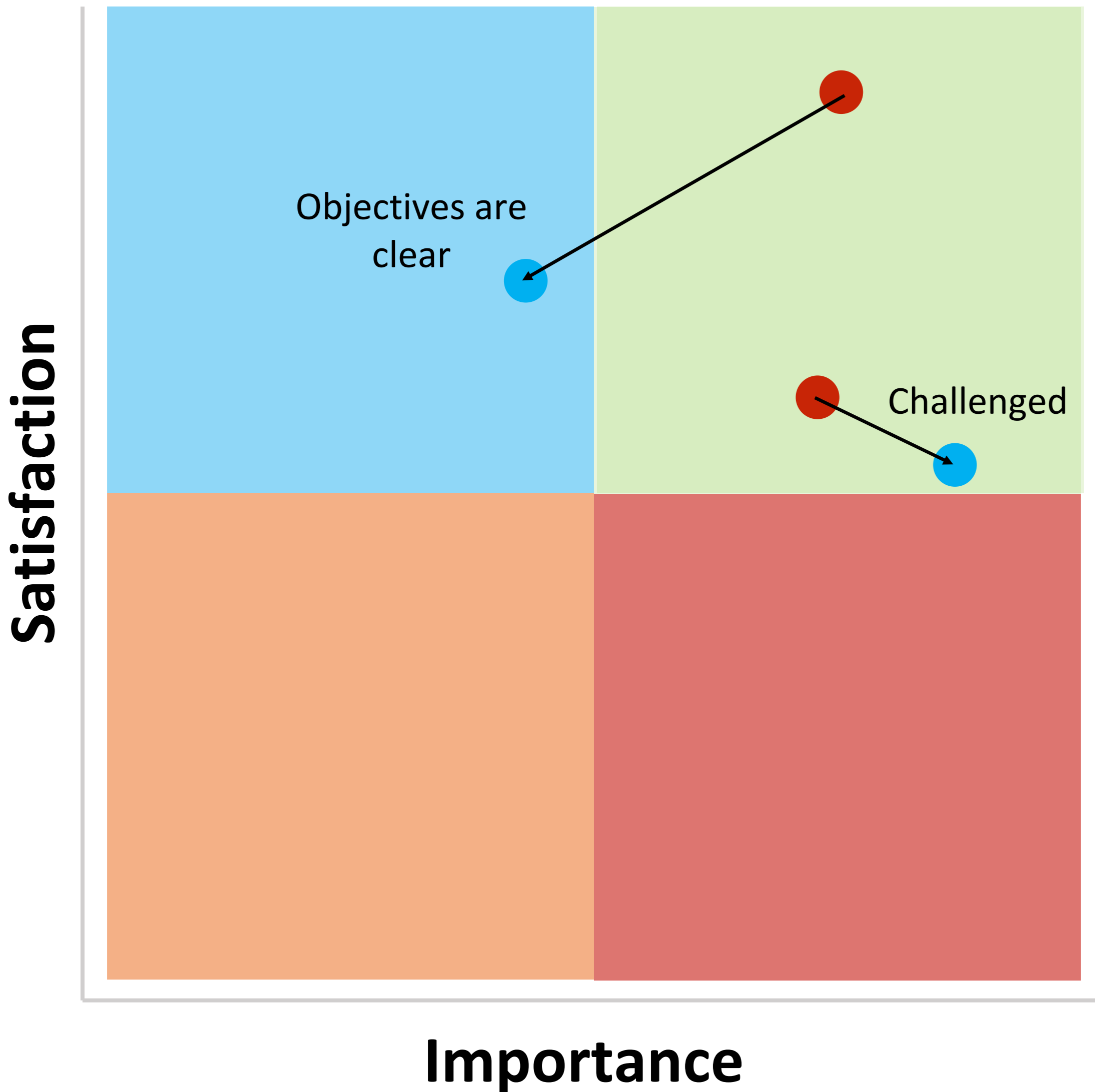
● Build




● Improve

● Tackle

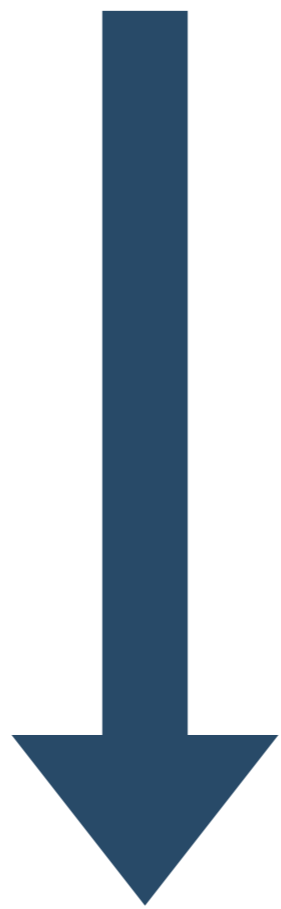
IT STAFF NL VS Working population NL

Objectives versus (specific) challenges

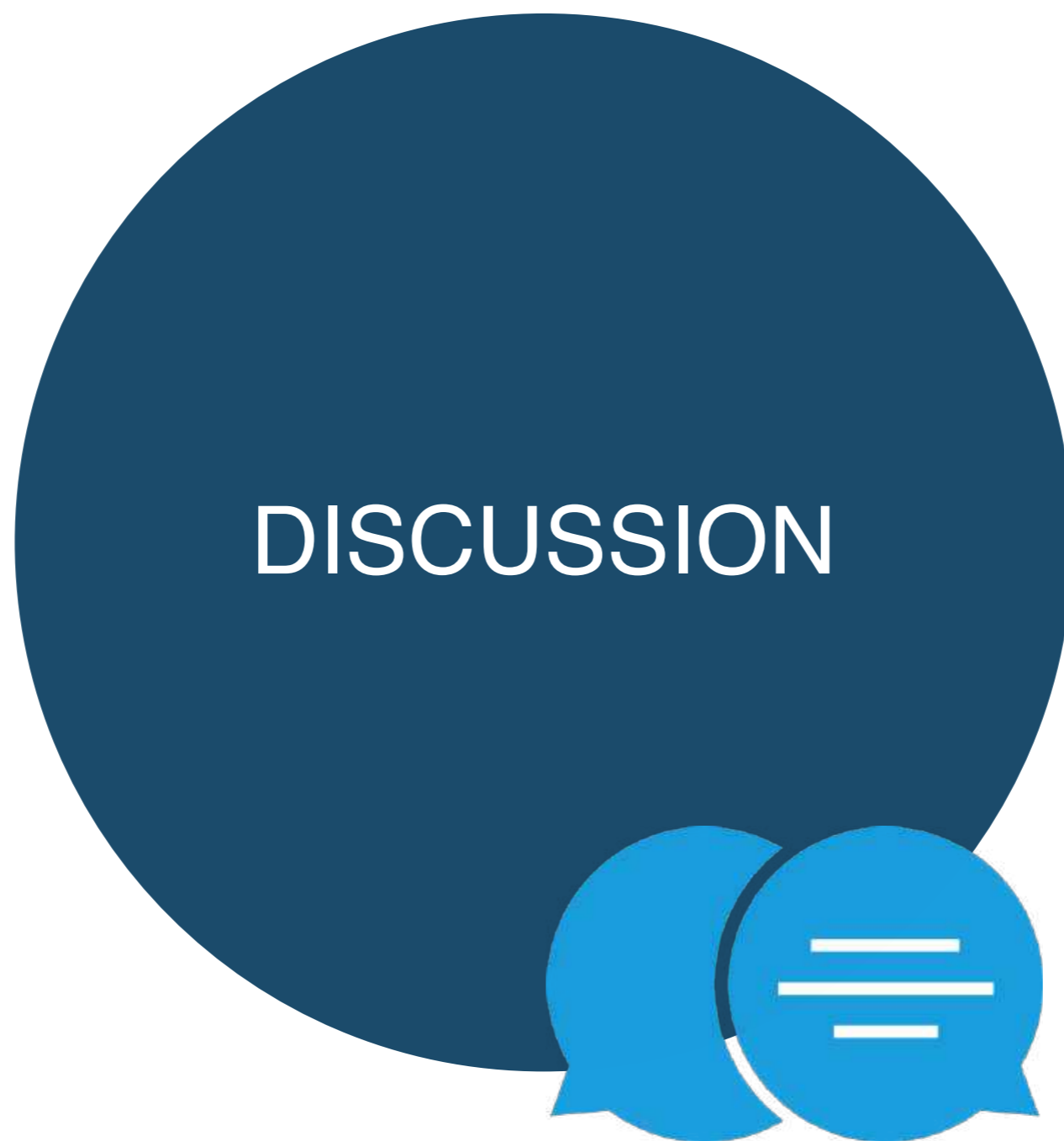


Working population NL    IT staff NL

BEING HELD BACK
BY OTHER
DEPARTMENTS



TOO MUCH
WORK
PRESSURE



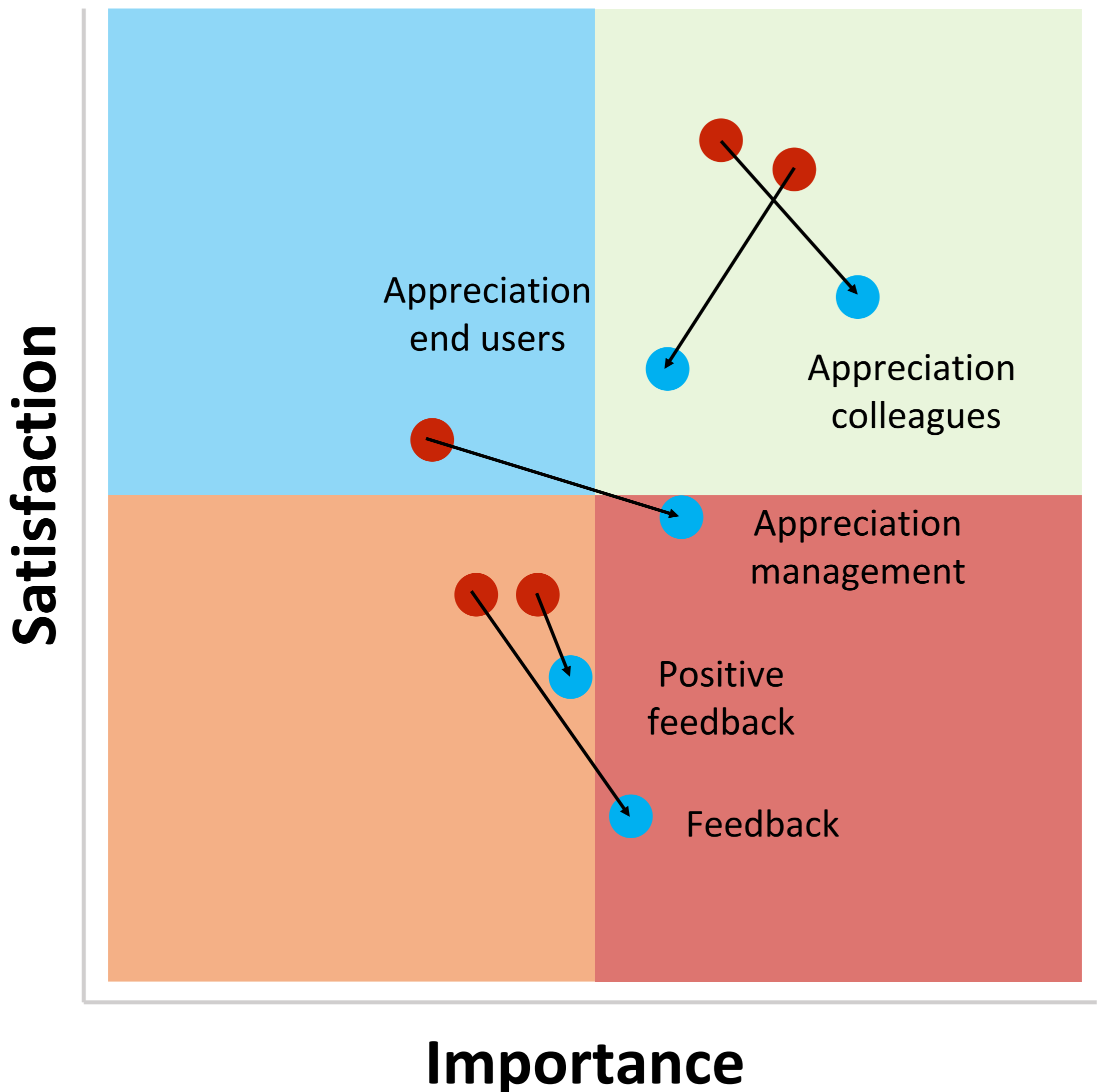
Often IT staff is held back by other departments. Which can be demotivating for IT staff.

Do you experience this too?

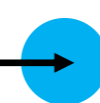
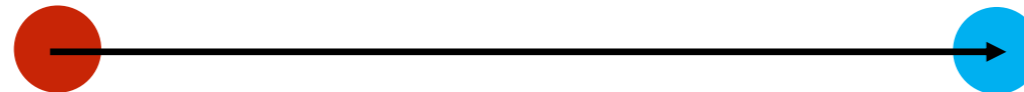
How do you stimulate cooperation with other departments?

IT Staff vs Working population (NL)

IT feels less appreciated than general working population



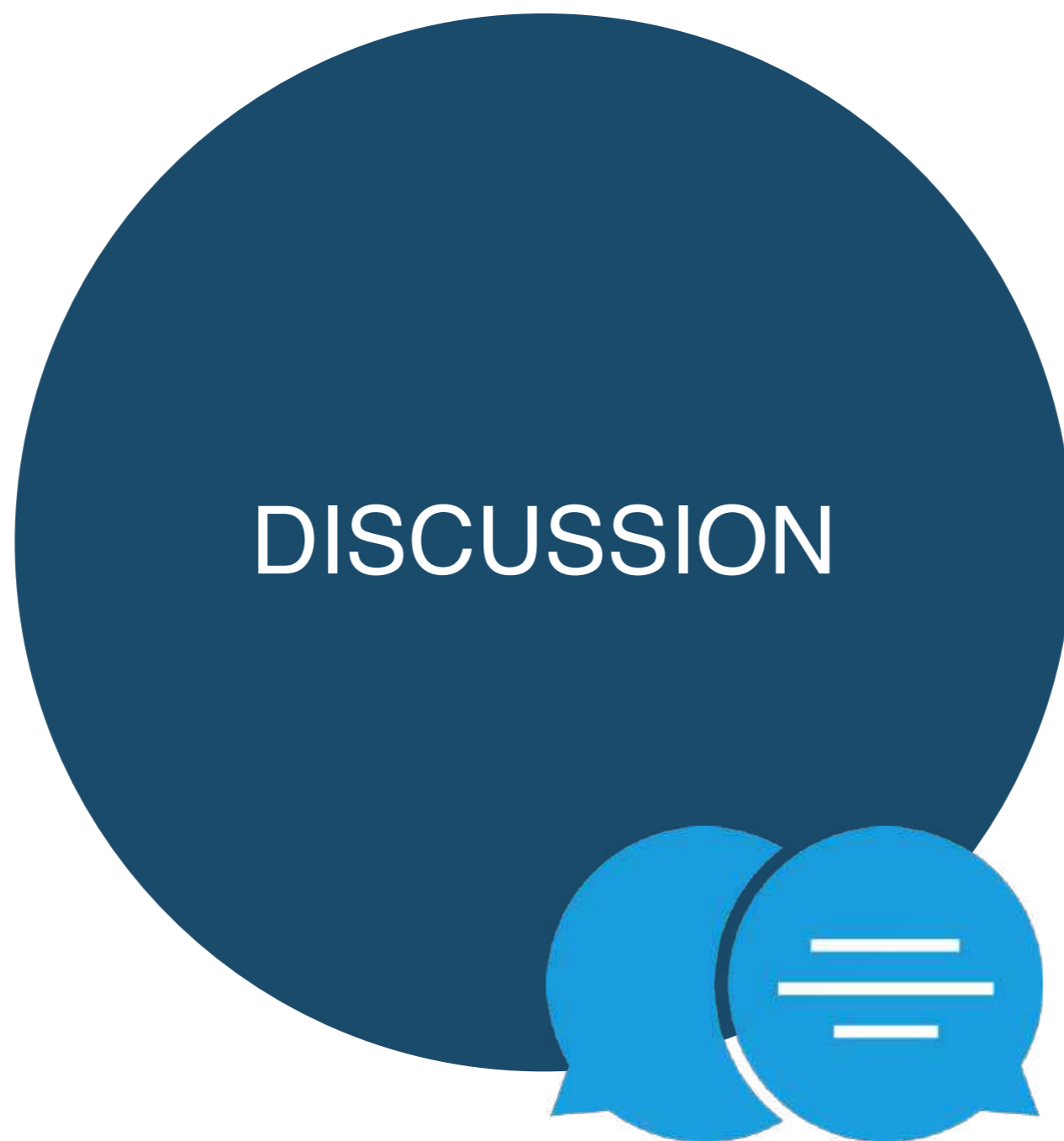
Working NL



IT staff NL

CULTURAL DIFFERENCES



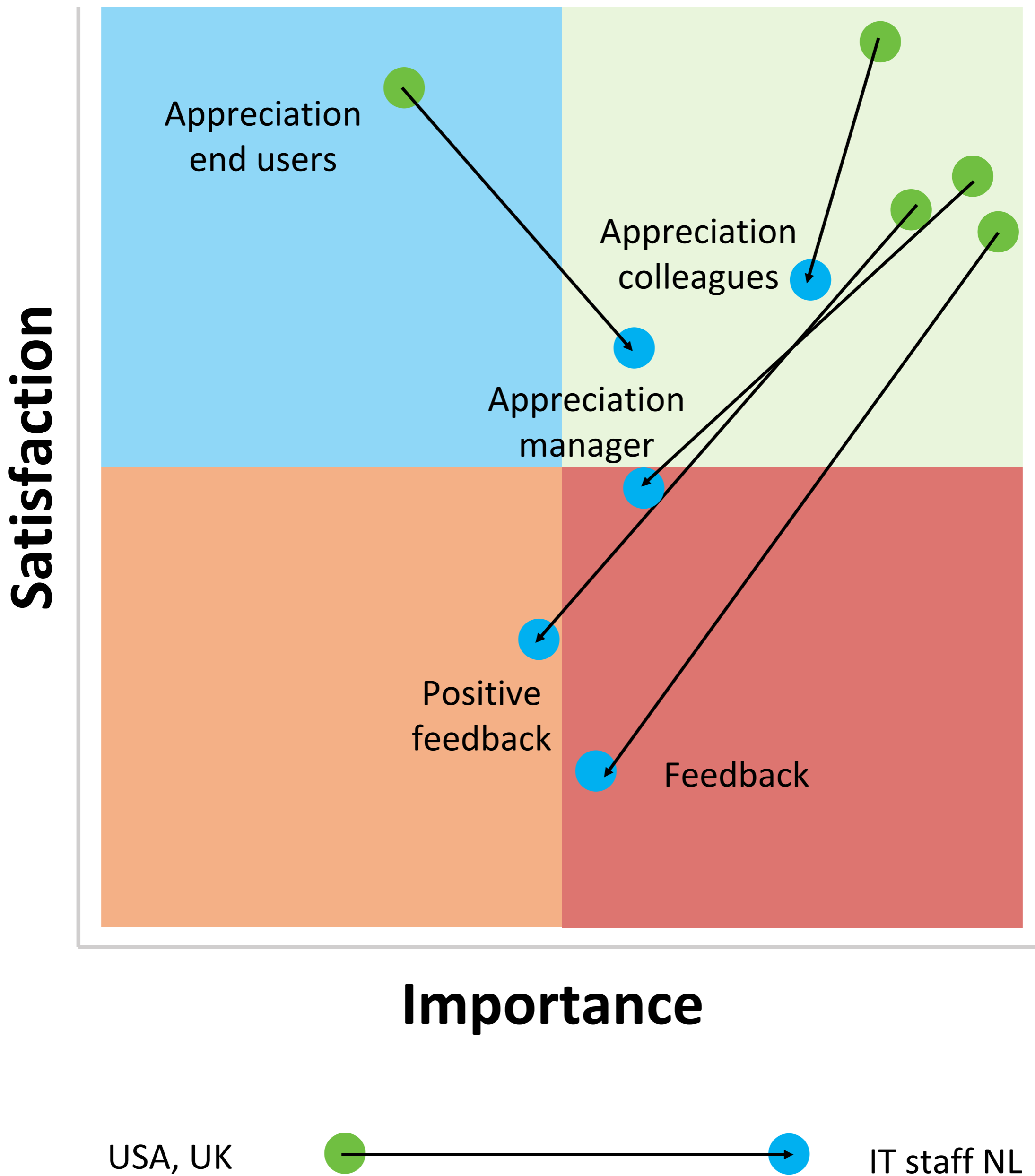


Do you experience cross-cultural differences in the way IT staff is appreciated?

What kind of differences do you notice?

IT staff NL versus UK & USA

Appreciation IT staff lower in NL



What would create more enthusiasm? (UK)

“Better appreciation for work by manager”

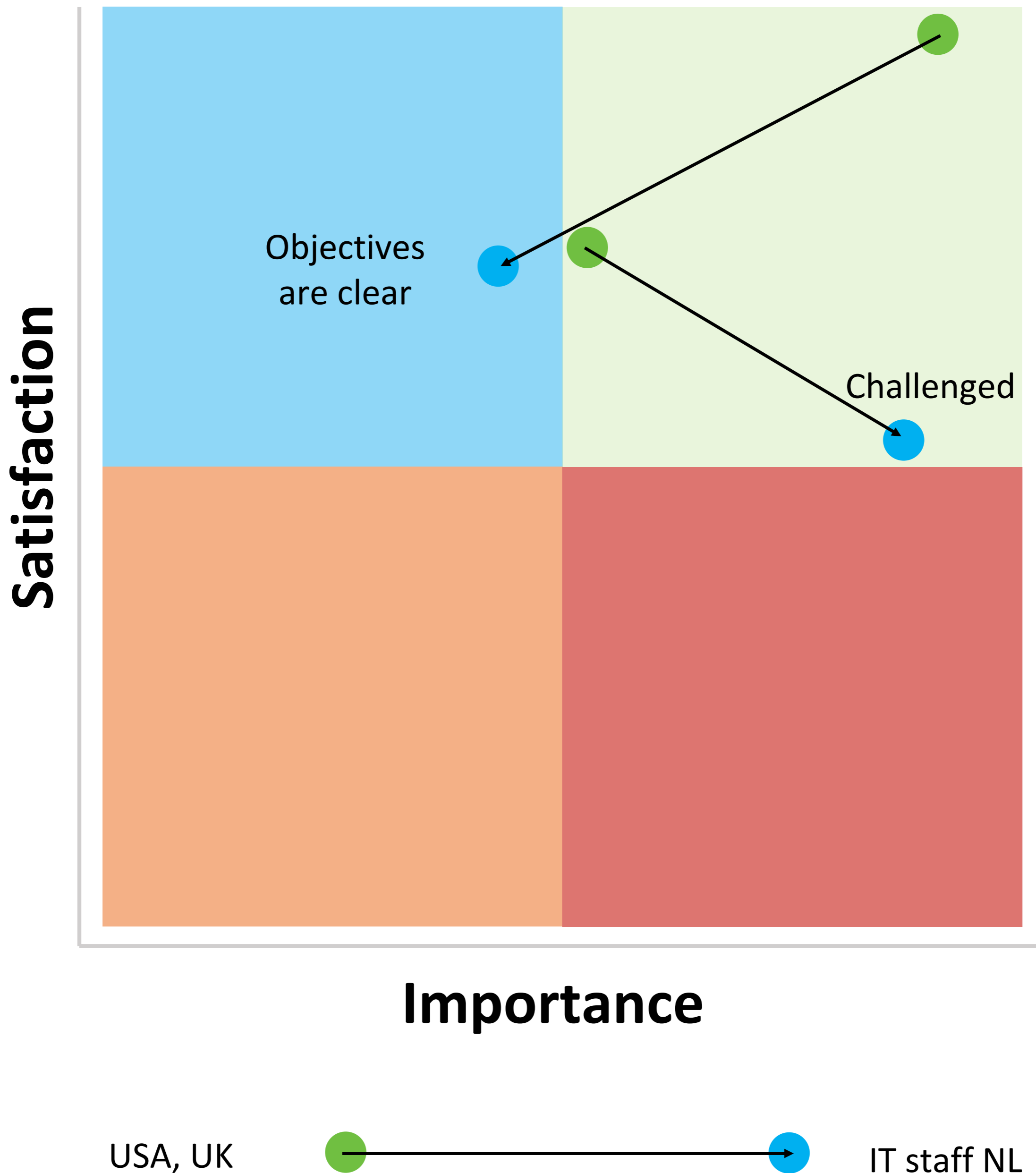
“To feel more respected by management”

“More support from the board”

“Appreciation from departments we serve.”

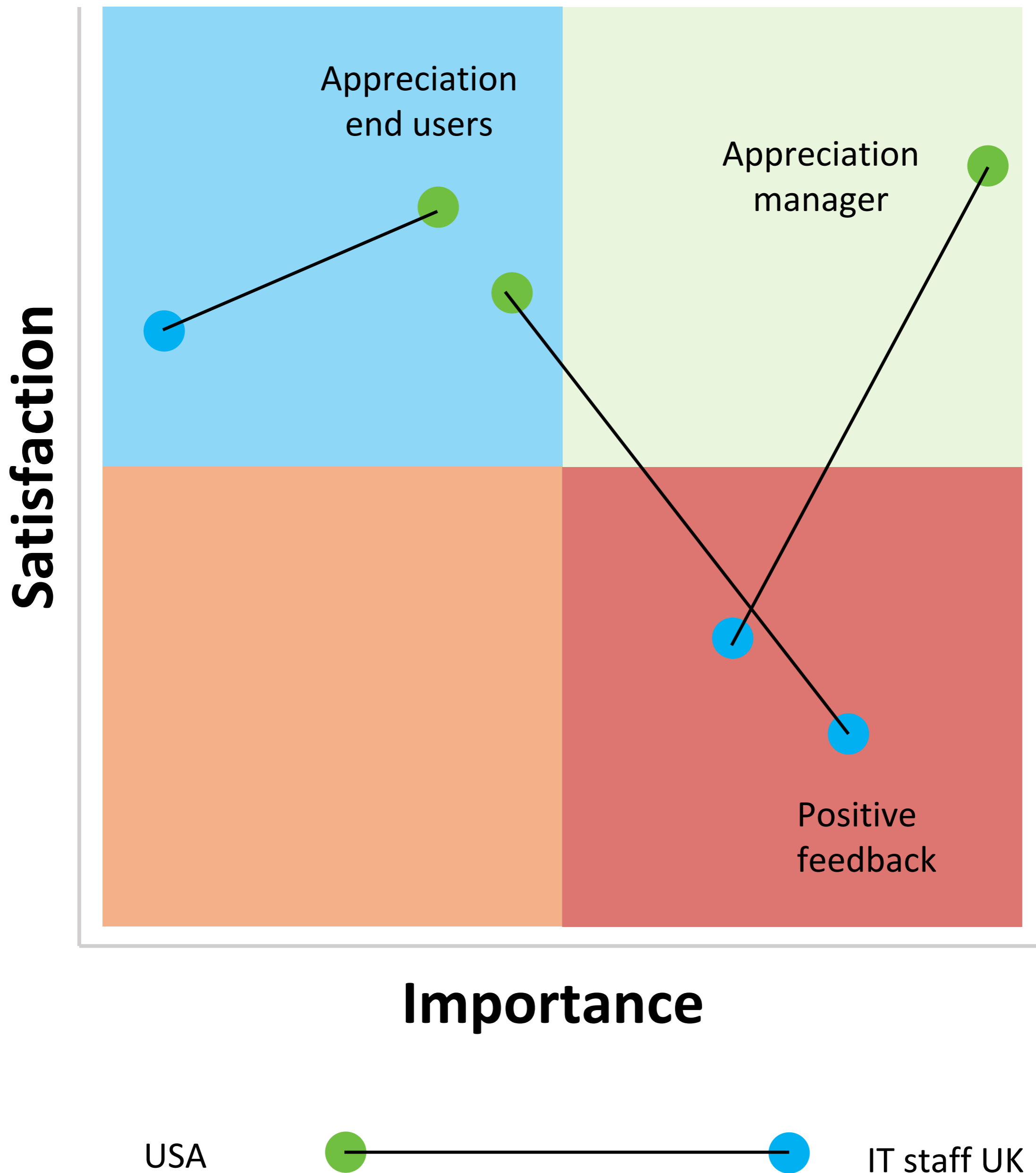
IT staff NL versus UK & USA

Challenges and end users more important in NL



IT staff UK versus USA

Red flag UK: Positive feedback



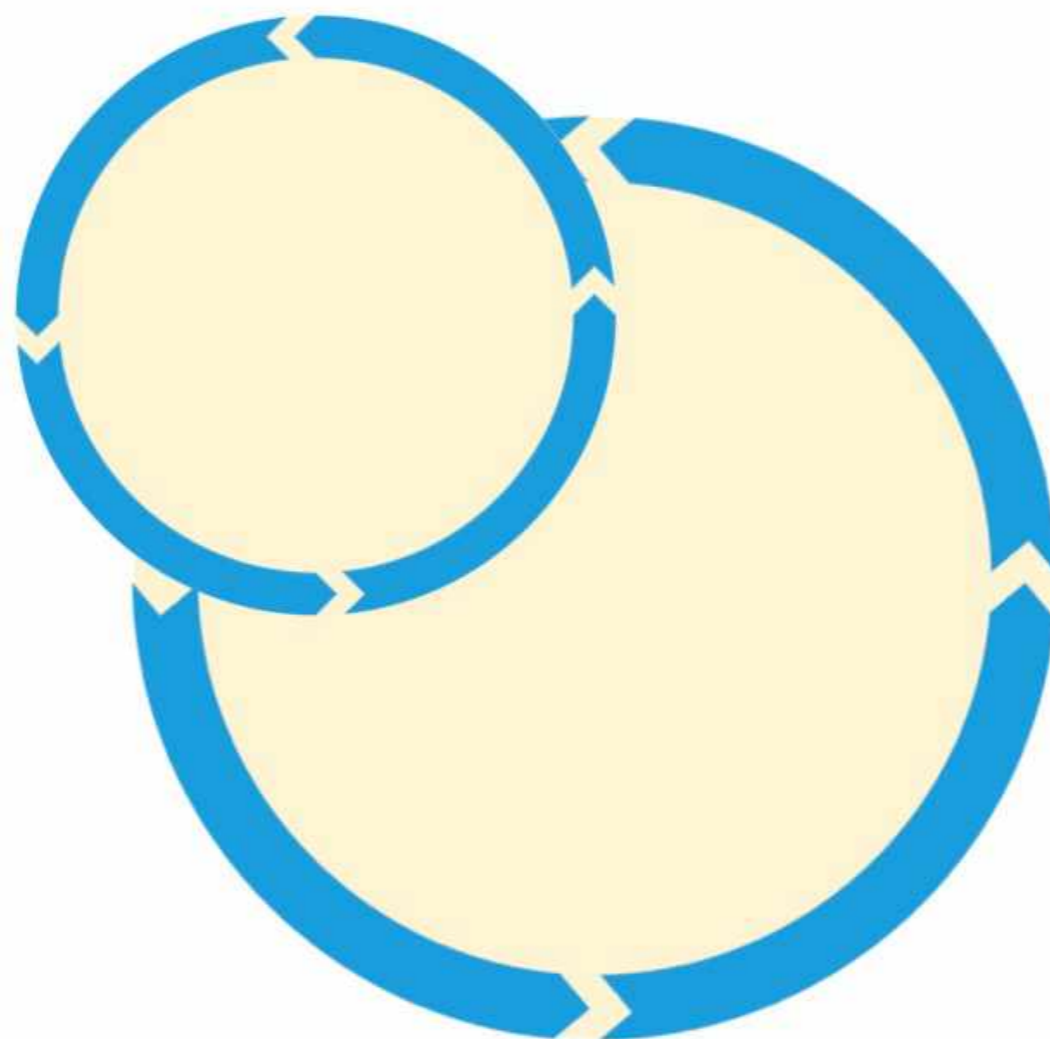
Positive experiences

“Appreciation by end users”

“Appreciation from colleagues & my manager.”

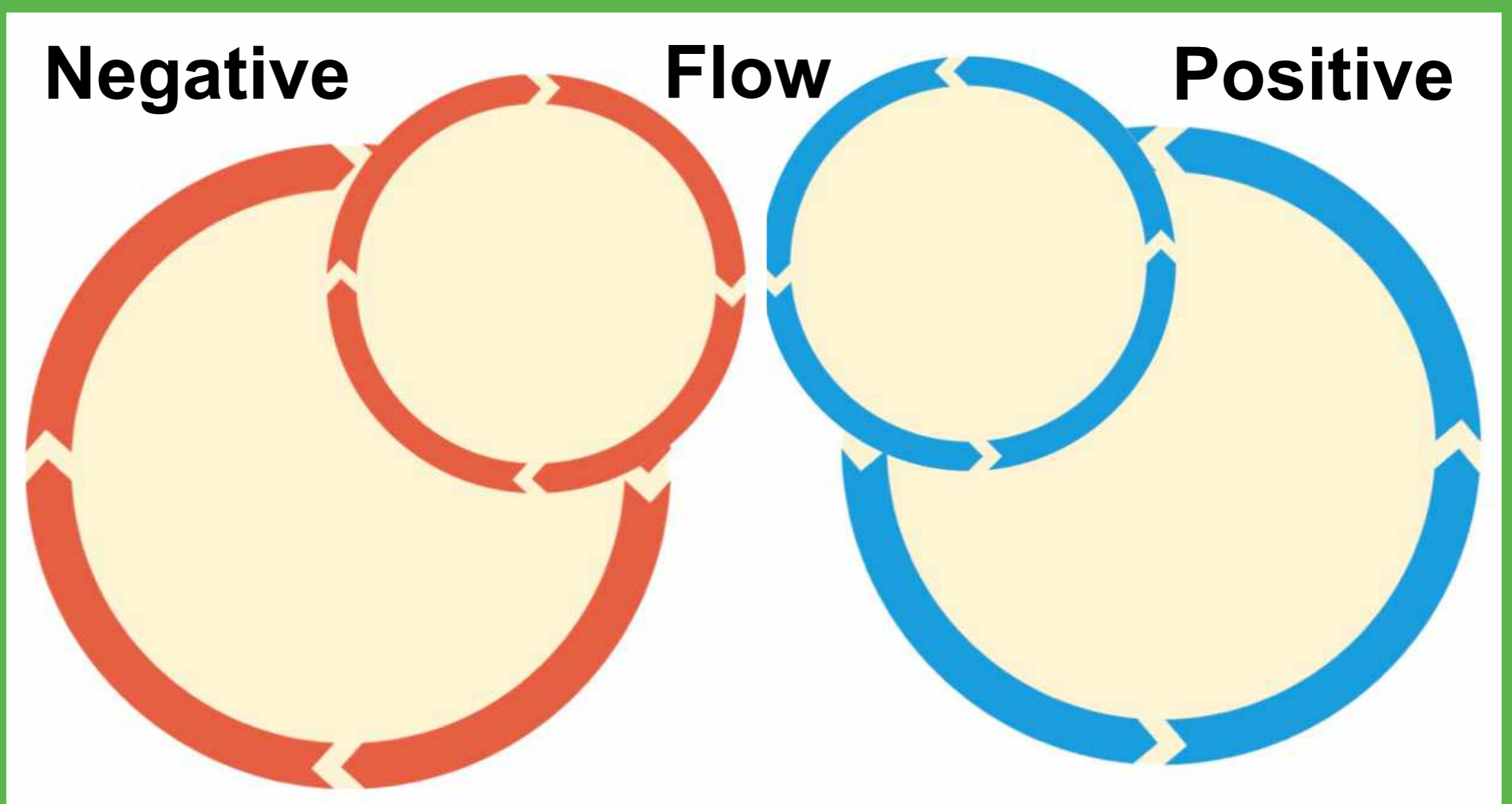
“When my boss told me that she really

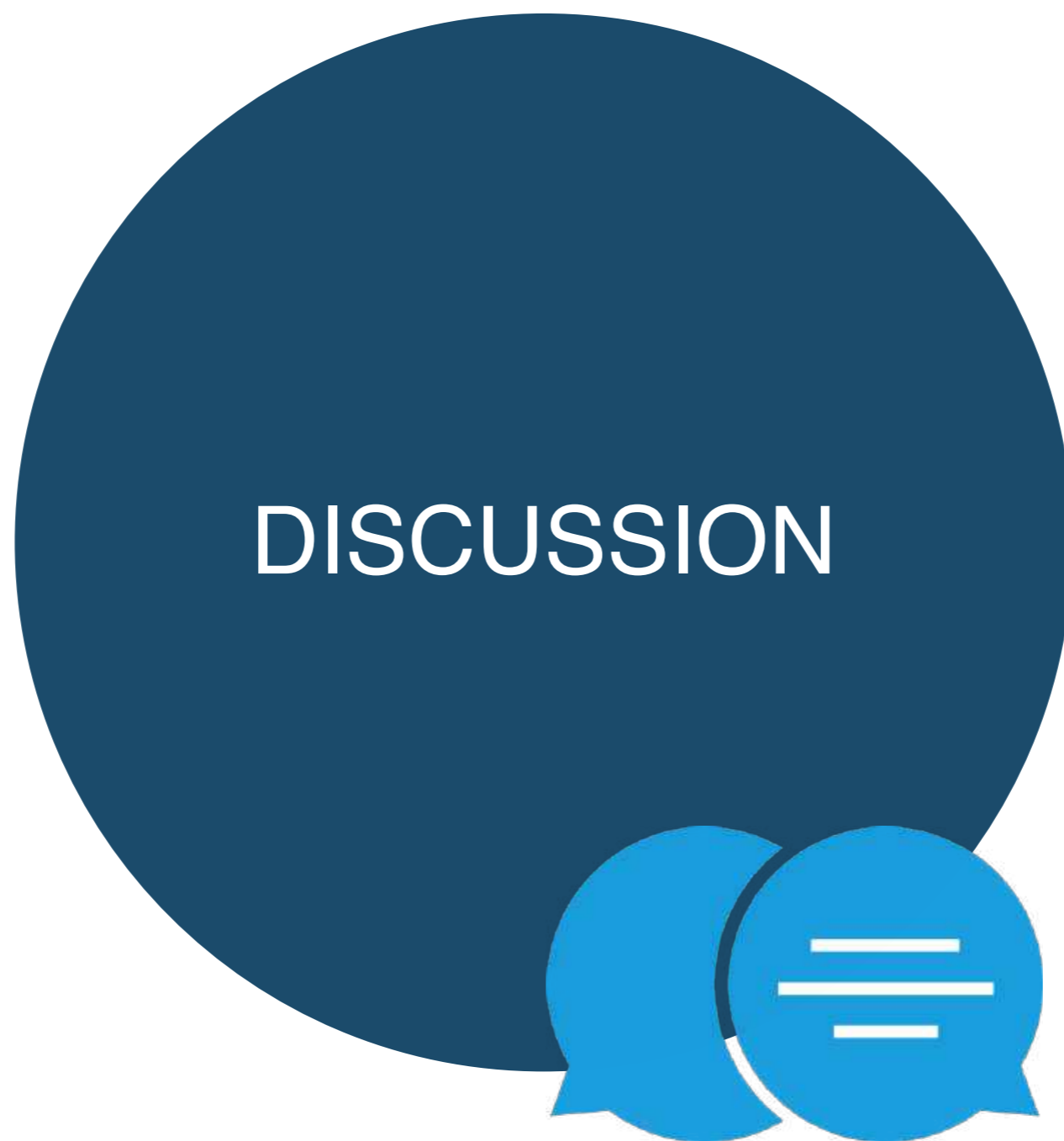
appreciated my work because I did very well”



Take aways

- **Firing up Olympic fire**
- **Appreciation (feedback) is key**
- **Use double loop feedback**





In what way do you try to
provide feedback to your IT
staff?

Do you also focus on positive
feedback specifically?

Feedback mechanisms



IT Management &
organization

[Read more](#)



IT Staff

[Read more](#)



IT End Users

[Read more](#)



Internal clients and
stakeholders

[Read more](#)

**Thank you
for your
attention!**

The logo for YORiZON features the word "YORiZON" in a bold, dark grey sans-serif font. The letter "i" is lowercase and has a small blue square above it. Below the main text, the tagline "the IT Happiness company" is written in a smaller, blue, lowercase sans-serif font.

YORiZON
the IT Happiness company

www.yorizongroup.com