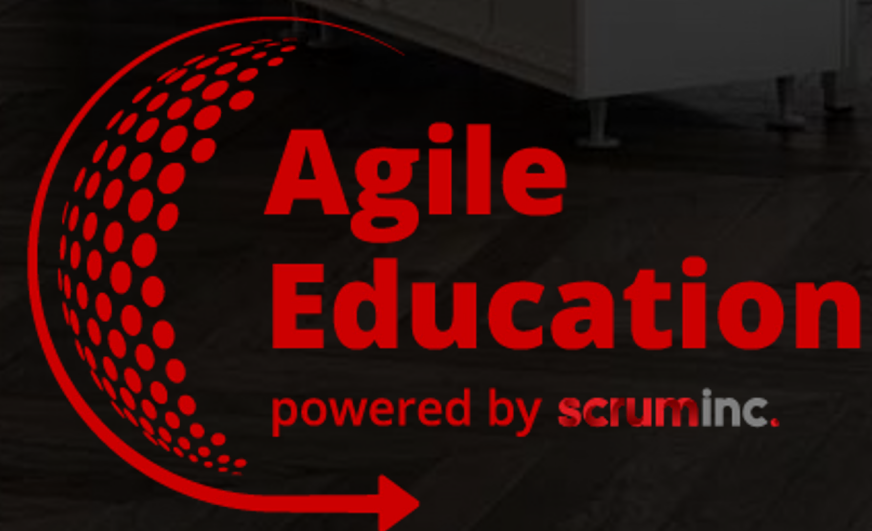


Fostering Customer-focused Collaboration for Social Media Teams of Teams

20 January 2023
Christoph Dibbern



Case Study Background from April 2021



PPI: ~800
employees



~62 company-
wide bloggers



5 teams

The Company's Top Challenges

Problems

Objectives

☐ Lag of **prioritization** towards corporate social media strategy & customer needs

☐ Nearly no organizational **refactoring**

☐ No creative & trustful **culture** between the different teams and 62 experts

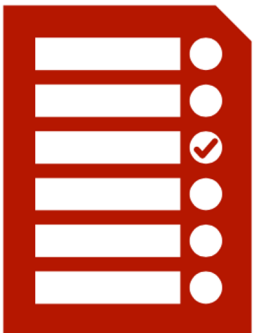
☐ Cross-team **big picture & shared DoD**

☐ Create a **team of teams** and improve employee NPS & content impressions rate

☐ Foster the understanding and living of **common values**

What does the application of some components of S@S look like?

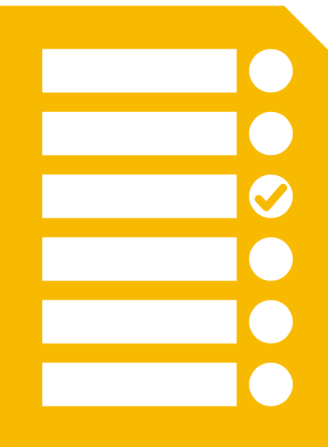
Transformation Backlog for the social media team of teams



As an Agile Leader for Social Media, I need to implement an Executive Action Team, so that my team of teams can scale sustainably.



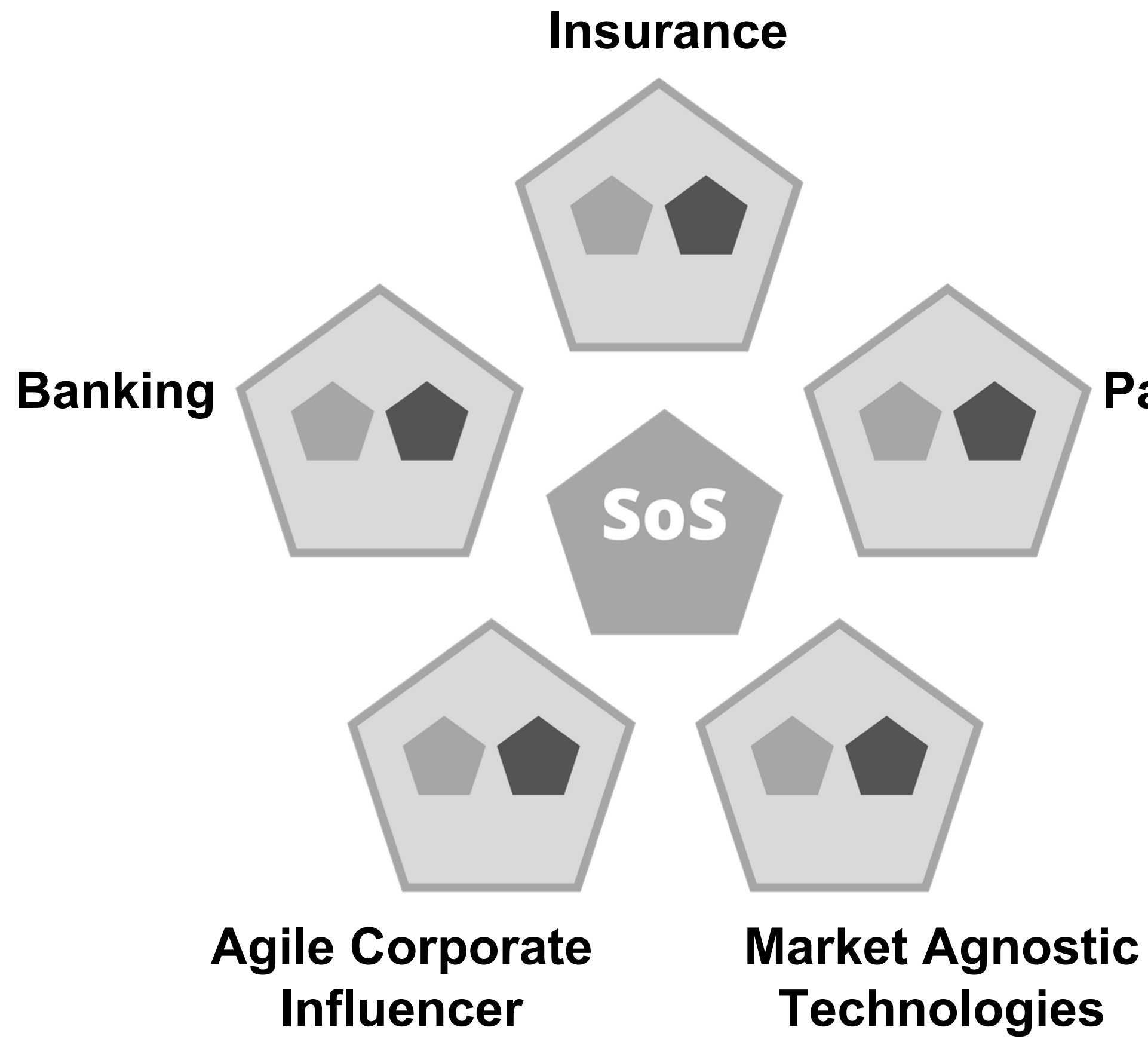
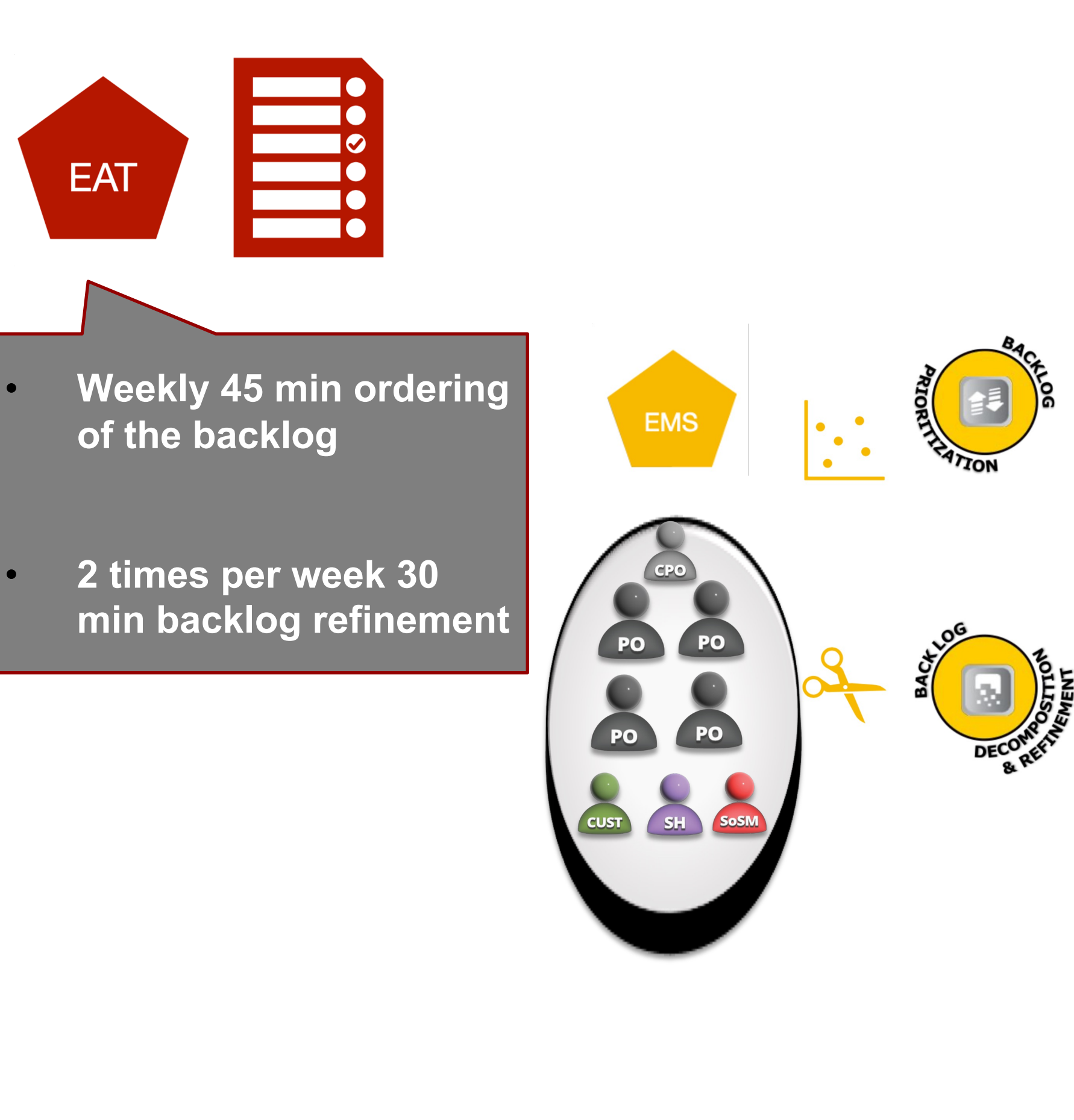
O	Great No Impediments
Δ	Some Impediments Team Not Impacted
↑	Some Impediments Team Progress Impacted Situation Improving
↔	Some Impediments Team Progress Impacted Situation Stagnant
↓	Significant Impediments Team Progress Impacted Situation Deteriorating
X	Major Impediments Team Totally Blocked



Product Backlog



S@S Pentagon with the 5 Blogger Teams



Team of authors

PPI payments experts - products

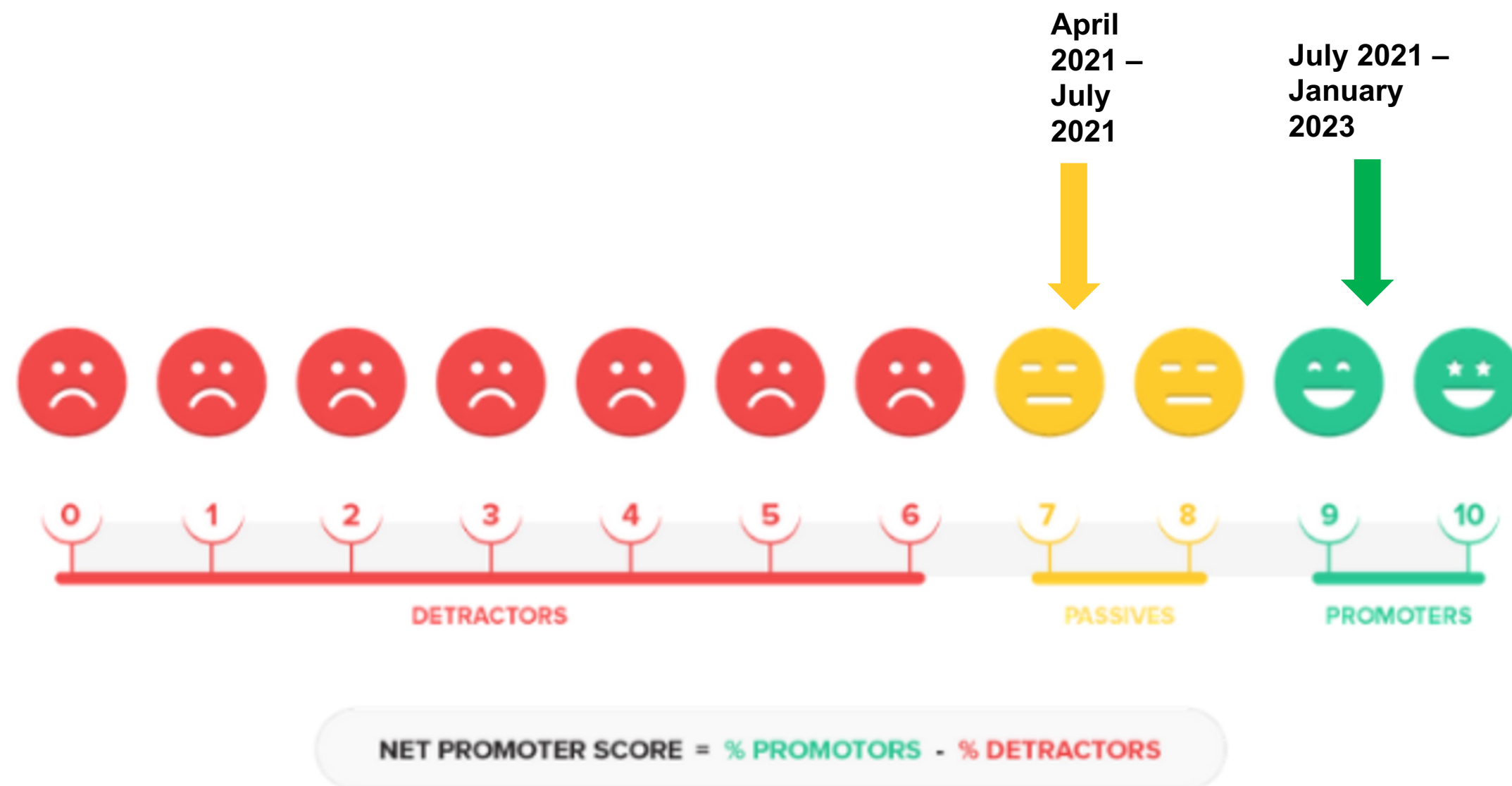
> more about the authors

PPI payments experts - consulting

<https://www.ebicsblog.com/>

“Team of Teams”-based Results

Average NPS for the Team Events
before S@S & after the implementation



Average Lead Time Difference between 2021-04
to 2021-07 and 2021-08 until end of 2022



Commitment



Focus



Openness

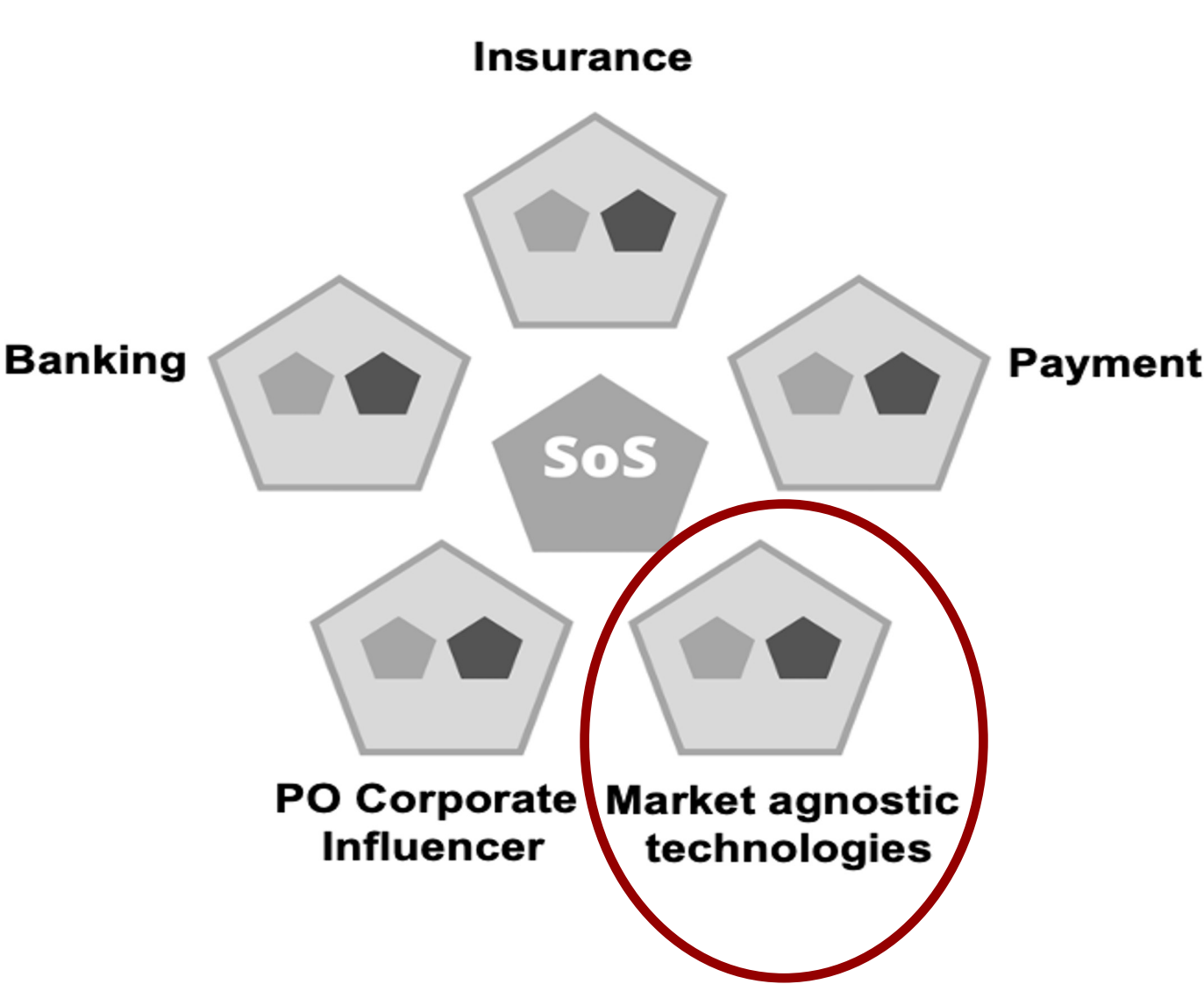


Respect



Courage

“Social Media”-based Reports



Around Six Times More Followers on LinkedIn

April 2021	January 2022	January 2023
Follower-Highlights ?	Follower-Highlights ?	Follower-Highlights ?
244	831	1.432

