



# The Responsive Organisation

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**Marketing.**  
**Listening.**  
**Inspiring.**  
**Curating.**  
**Connecting.**

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**Create the  
conditions for an  
amazing  
experience.  
Shine a light on  
successes.**

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**Growing  
communities of  
customer, partners  
and prospects.**

**Online and in-  
person.**

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**How Marketing  
can be more  
responsive.**

**A few things to  
try...**

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# Back in 2008...

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**Most orgs still  
rely on a way of  
working  
designed for the  
industrial age**

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**Command and  
control drives  
efficiency and  
predictability at  
the expense of  
adaptability**

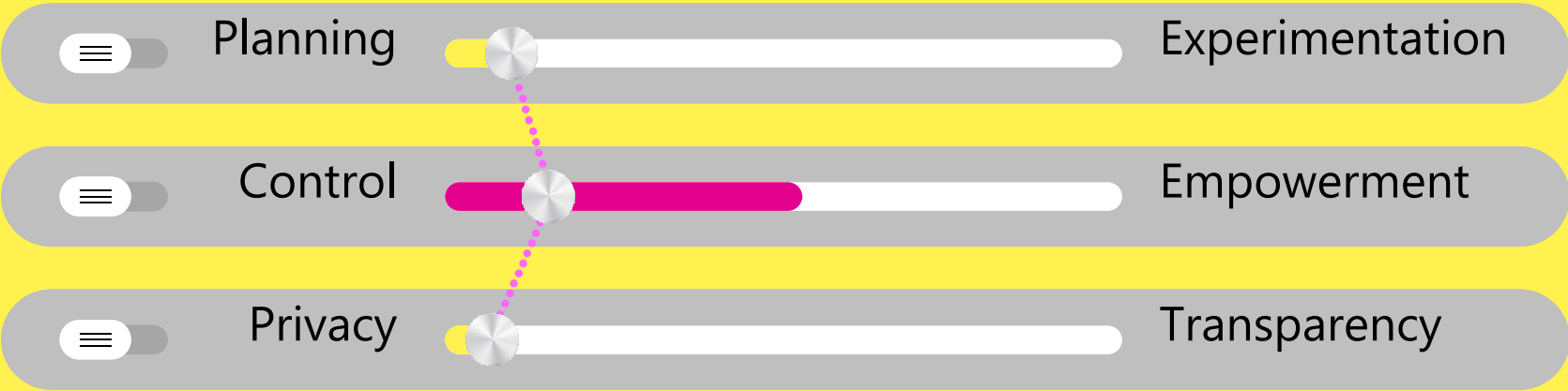
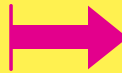
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**A Responsive  
Org values a way  
of working that  
is designed for  
an uncertain  
world**

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# RESPONSIVENESS



# ← EFFICIENCY

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**Okay, so what  
can I try?**

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# Experiment. Hack Day.

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**Experiment.**

**Run a one-  
hour online  
conversation.**

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**Experiment.**  
**Form cross-**  
**department**  
**Project teams.**

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# Experiment. Unbound.

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**Experiment.**  
**Green Dots,**  
**Yellow Dots,**  
**Red Dots**  
**Change Approach.**

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[www.microsoft.com/enterprise/modernworkplace](http://www.microsoft.com/enterprise/modernworkplace)



[www.responsive.org](http://www.responsive.org)