



Become a Smartsheet Champion

Paul McGhee & CW Estoff



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Panelists

- Ken Hankoff M&A Integration Program Manager, Xilinx
- Tygre Morehart Media Designer, McGraw-Hill Education
- Mariah Goldsmith Strategic Initiative Analyst, Charles River Labs

Goals of the session

- To increase your ability to get buy-in from your executive team on Smartsheet
- To define what a mobilizer is and what they find valuable
- To hear first-hand stories from our customer mobilizers to better understand:
 - Change management
 - Value of a mobilizer to an organization
 - Mobilizer impact
- Provide information on how to sign-up for our Mobilizer Program



What is a mobilizer?

A mobilizer is someone who can build consensus and drive change.

There are three types of mobilizers:

- Teacher: Explains new insights.
- Go-Getter: Energized by new ideas and looks to champion other's ideas.
- Skeptic: Analyzes and dissects details.

* Gartner /CEB introduced and defined mobilizers in their book: The Challenger Customer



Why become a mobilizer?

Transform your business

- Execute your vision
- Share and propagate success
- Connect people / ideas / execution

Realize personal potential

- Get promoted
- Be seen as a leader
- Inspire others





Why was becoming a mobilizer important to you?



Mobilizers get promoted



37%

of mobilizers and / or their boss have been promoted due to Smartsheet



94%

of mobilizers believe that Smartsheet contributed to their success



100%

of mobilizers believe that executive engagement is their secret





How did you get executive support?



Mobilizers engage executive leadership by:



Building a dashboard



Demonstrating an end-to-end solution



Communicating business case





What were the impacts you made at your company?



Mobilizer's businesses achieve more



Better productivity

"Through collaborative working and shared resource thinking, we **saved in excess of 10,000-man hours with over \$5M increase in earnings**."



Better visibility

"We increased visibility, built a ground up campaign management platform, becoming **80% more accurate on budgeting**."



Better accuracy

"We've increased financial accuracy by 50%."



The mobilizer kit

- The <u>mobilizer kit</u> is a resource hub with:
 - Customizable decks
 - Data sheets and printable visuals
 - Solution value assessment
- 3 distinct audiences with unique resources
 - Executives
 - Across departments
 - Teammates
- Additional information on hosting your own Smartsheet event

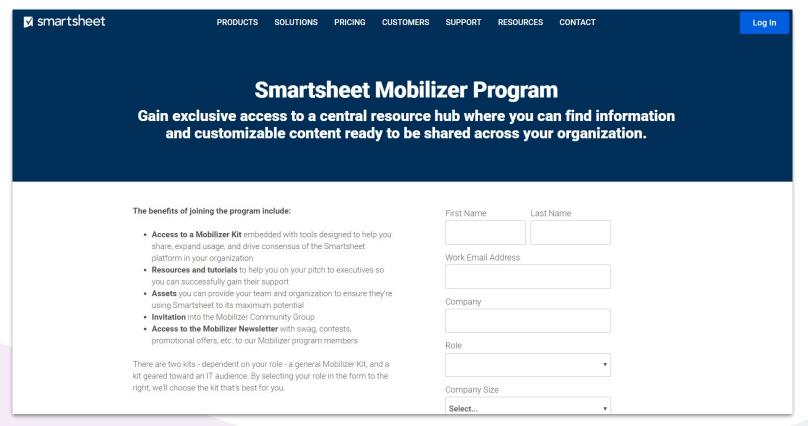




Can you share specifics on how you used the toolkit?



Signing up for the kit







What is your one piece of advice you would give to another mobilizer?





Q & A



Next steps...

- 1. Sign-up for the Mobilizer Kit
- Come to the booth
- 3. Contact your Smartsheet CSM to make a plan



