



Social Technologies as Means of Engagement

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PHUSE Single Day Event
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This is meant to be an
interactive discussion
Please also have your
laptops or Pen & Paper
Ready



Agenda

Introduction

Premises of Remote Communication

Synchronous vs Asynchronous

Exercise

Other Considerations

Best Practices





Remote Working Environment:

Introduction

Tools we use to connect with our teams is our office

Digital Communication cannot Replace Face to Face Interaction

Organization based on the relevance, audience and content

Need Maximum benefit from the digital tools

Premises of Remote Communication



Platforms Or
Technologies



Content



Management of
Communication

Synchronous vs Asynchronous

Synchronous

Real Time when individuals are sharing information at the same time.

Asynchronous

Not Real Time. Method of exchanging information without expectation of real time feedback

When to Use Asynchronous vs. Synchronous Communication in Remote Teams

Asynchronous

(email, message boards, dashboards, etc.)



- Company or team announcements
- High-level planning discussions
- One-directional feedback
- To create documentation

Synchronous

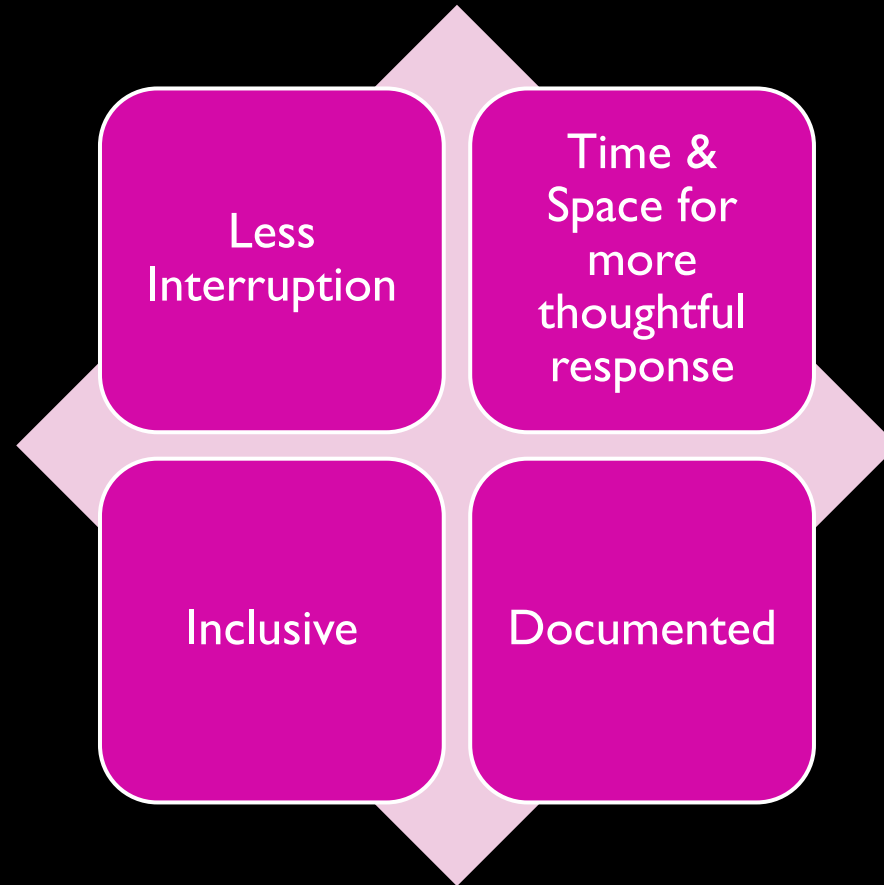
(video conferencing, chat, audio calls, etc.)



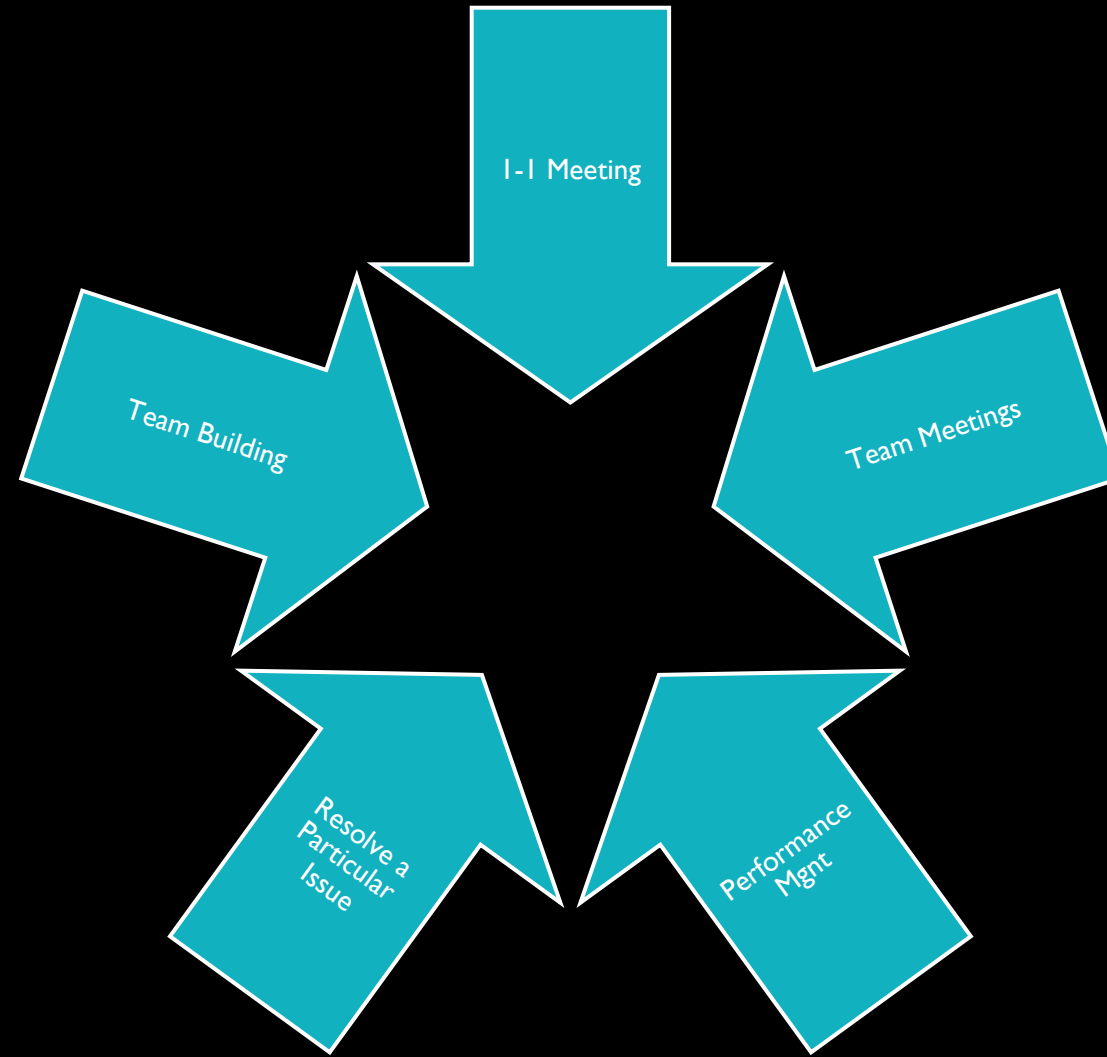
- Collaborative meetings
- Brainstorm sessions
- Performance reviews
- 1:1 check-in meetings
- Team building activities or other socializing

Source: [Smartsheet](#)

Benefits of Asynchronous Communication



Scenarios Requiring Synchronous Communication



Exercise

Organization



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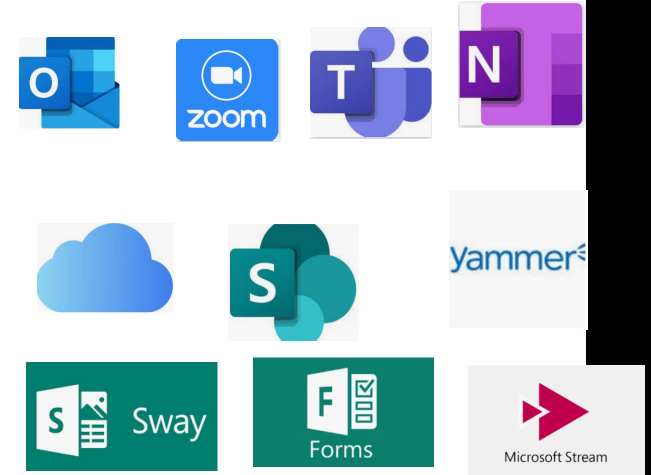
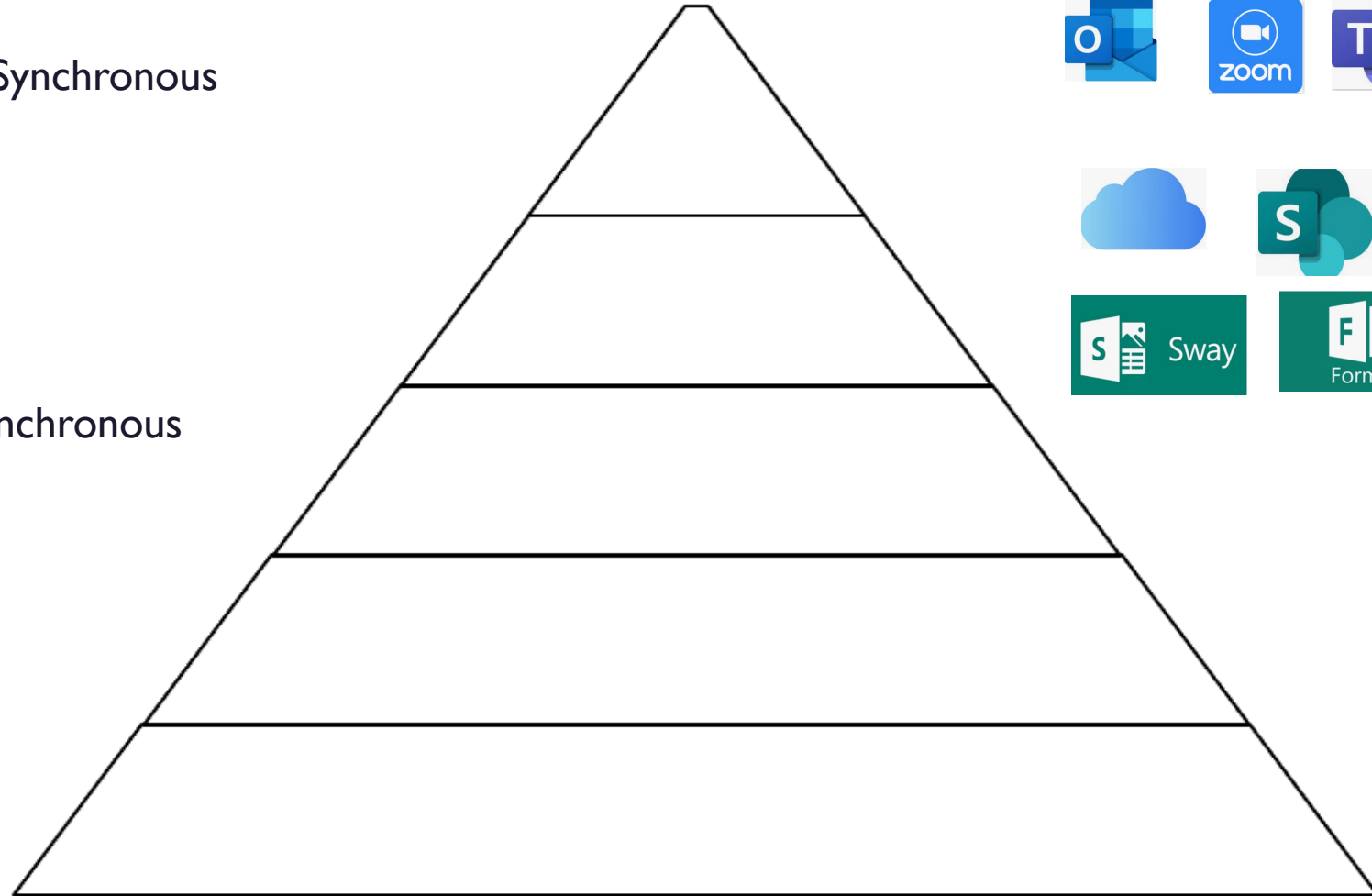
- Identify social technologies that you currently use in your everyday work
- Identify how often each technology is used
- Points to consider
 - Visual versus Voice
 - Platforms: Podcasts, Blogs, Yammer, Zoom, MS teams, SharePoint
 - Audience
 - Content
 - Team Impact

Pyramid Exercise – examples of some technologies we use frequently

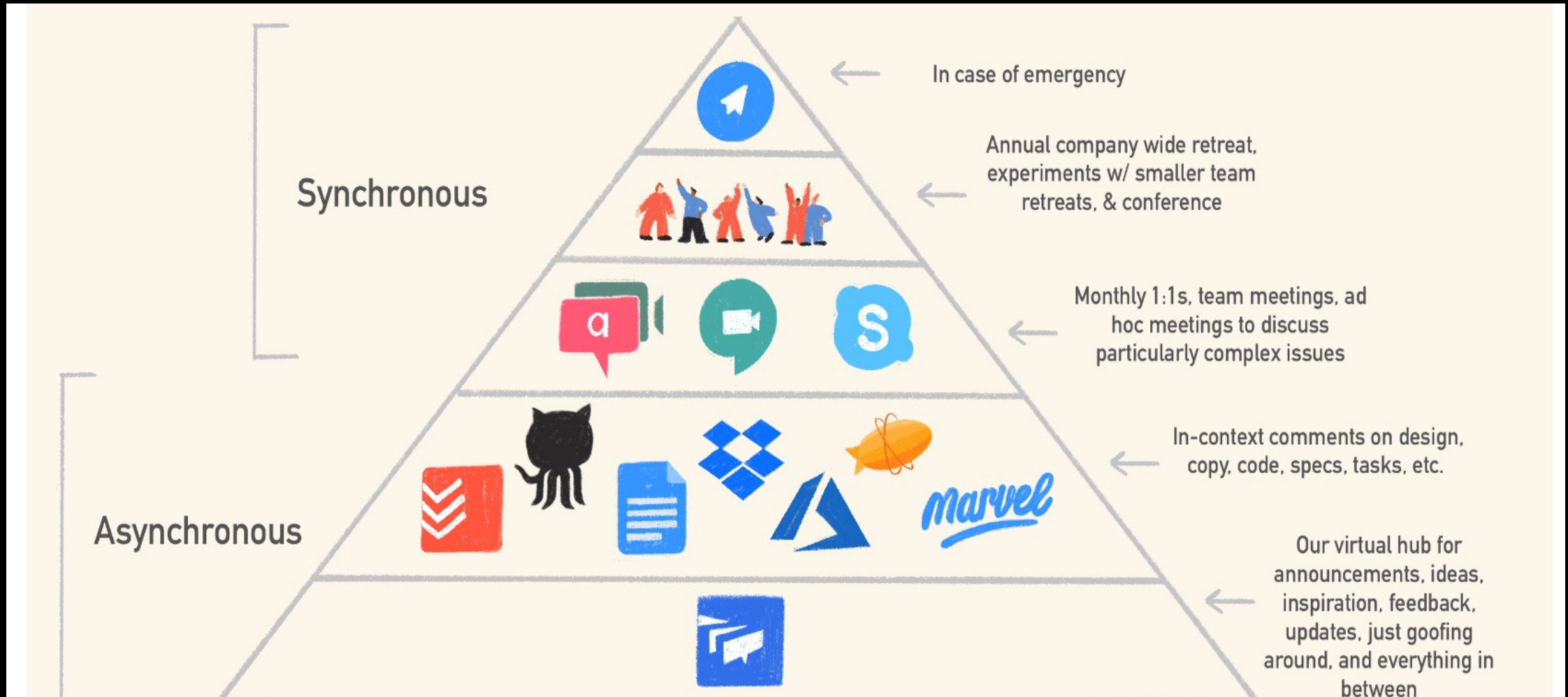
Please assign means of communication in order of frequency - the bottom being the most frequent to the top the most infrequent. Feel free to add means which you use, and which are not represented. Some means of communication might be used with different frequency for different purposes

Synchronous

ASynchronous



Example-Pyramid



Additional Considerations



Unconscious Bias



Tools to Aid Problem Solving

Unconscious Bias

BUILDING AWARENESS

The Types of Unconscious Bias We Need to Address



Beauty Bias



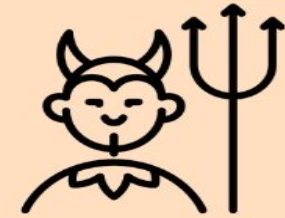
Judging people based on how they look.

Affinity Bias



Hiring people the same as ourselves.

Horns Effect



Negative assumptions cloud our judgement.

Confirmation Bias



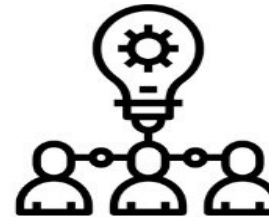
Searching for evidence to back up first impressions.

Attribution Bias



How we perceive the actions of others.

Conformity Bias



Changing opinions to conform with the group.

Halo Effect



Perceived as having more positive traits than others.

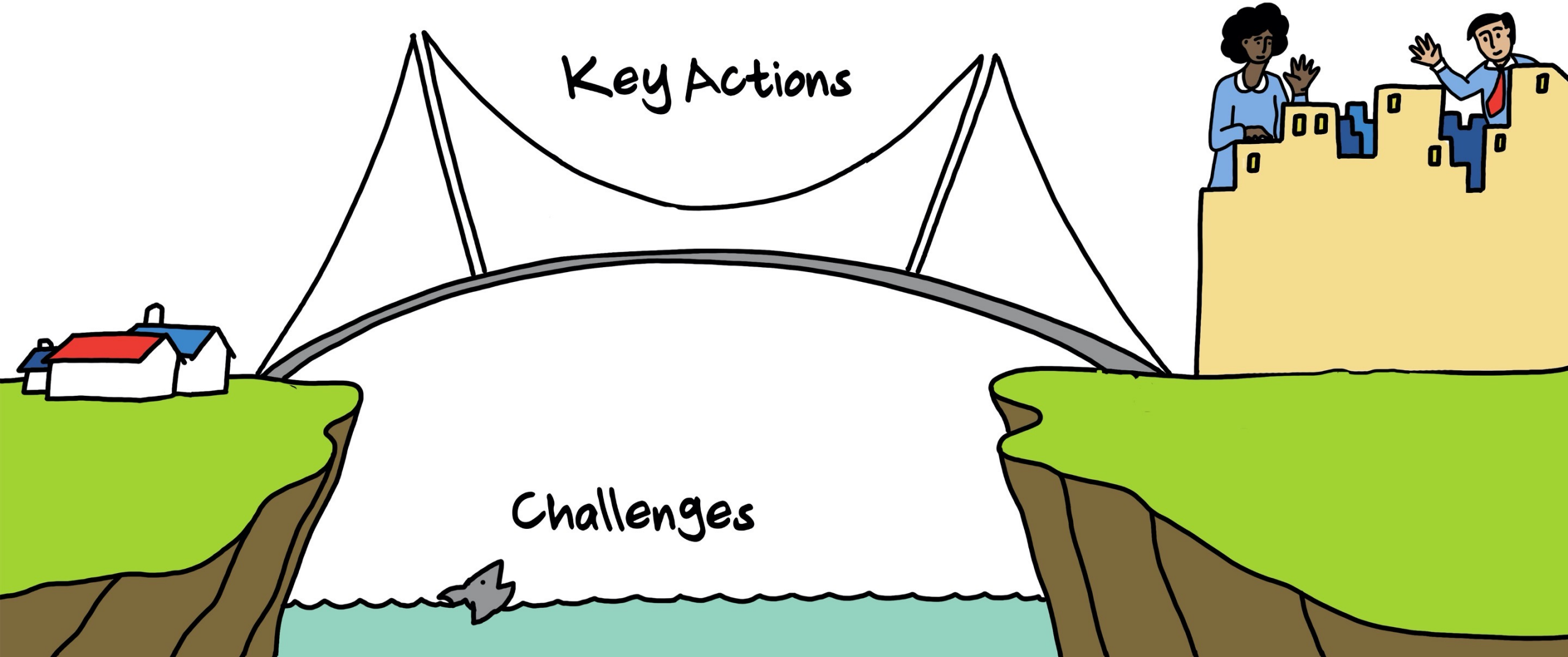
Power of Drawing

Current State

Future

Key Actions

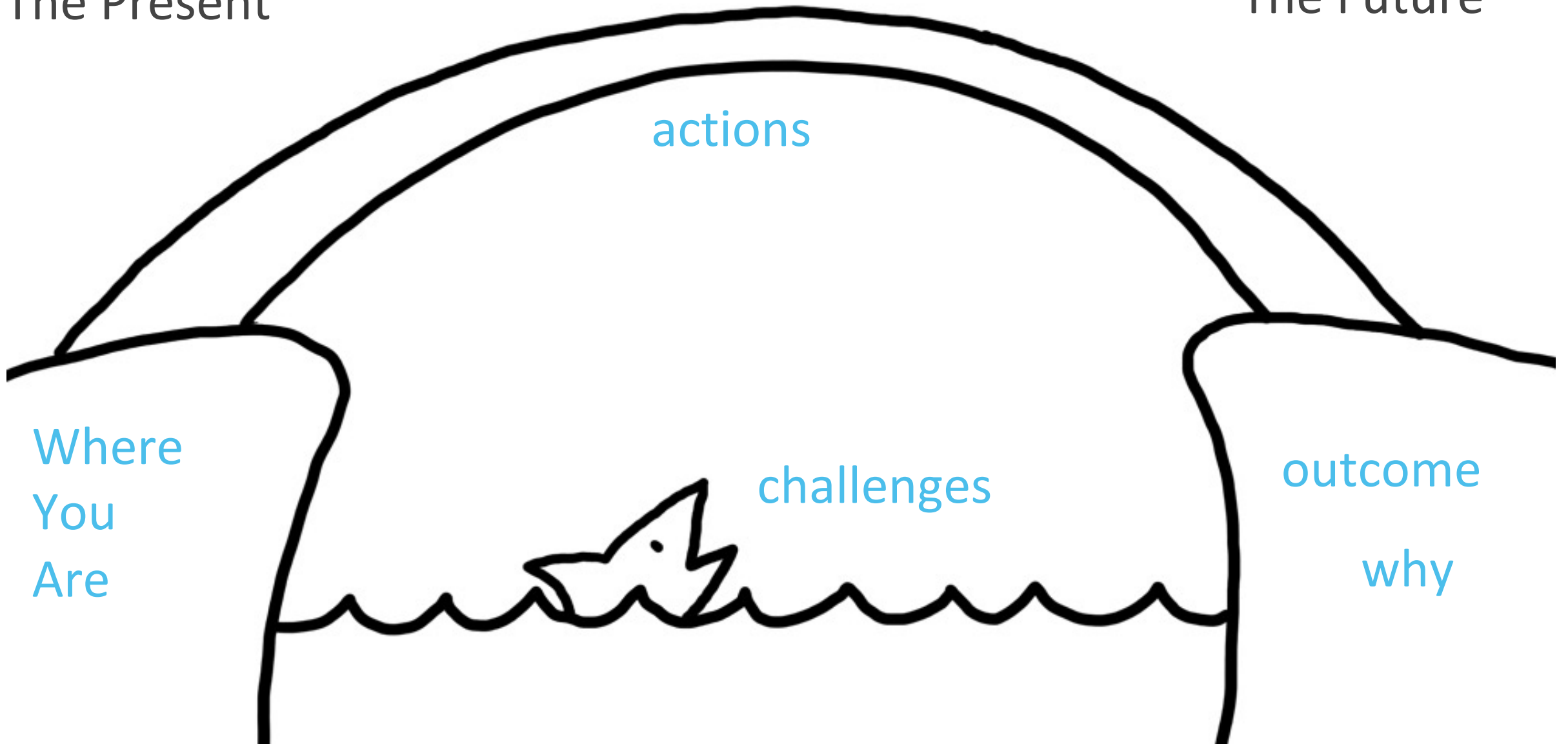
Challenges



Smart Meeting Facilitation – An example

The Present

The Future



Summary

Best Practices



Strategy:
content/frequency



Choice of
Technology/Tools



Awareness of
Biases



Awareness of
Video fatigues



Time/Space to
Think



Social Time

Acknowledgement & References

ACKNOWLEDGEMENT

- Janssen IDAR Leadership Forum Organization Team , 2021
- Janssen IDAR A.R.I.S.E
- Adam Czernik
- Kristin Dische

REFERENCES

- Slides 6-12 :
<https://blog.doist.com/remote-team-communication-tools/>
- Slide 15-17:
Imagethink.net

Thank You

