



The Glass Hammer is...

Joanne's **TOP 10**
Leadership tips for
Breaking through the glass
ceiling

Build yourself a **Personal Board of Directors...**

Don not rely on one mentor

- Pick 3-4 people (inside/outside of work)
- Discuss
- Listen to perspectives
- Synthesize
- Act

10



9

Speaking of ACTING

Make Decisions! Weigh Risk, Take Risk.



8

Plugging yourself into the Company Strategy

How do you do it? And How do you communicate it?

- 1st of all – listen to it!
 - ✓ EVERY Town Hall –Every earnings call.
- Then **CONNECT DOTS BETWEEN** your output & Company goals

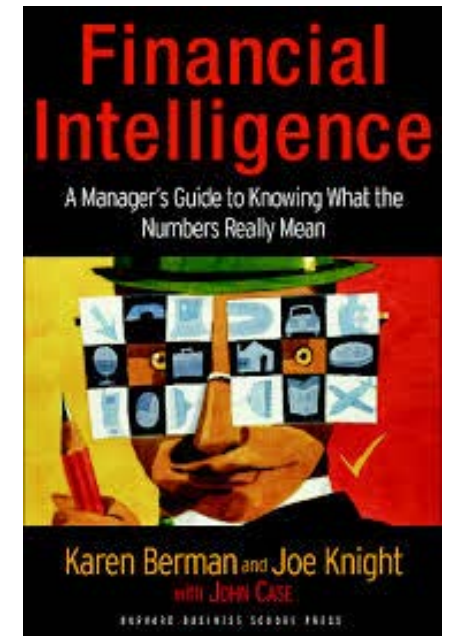
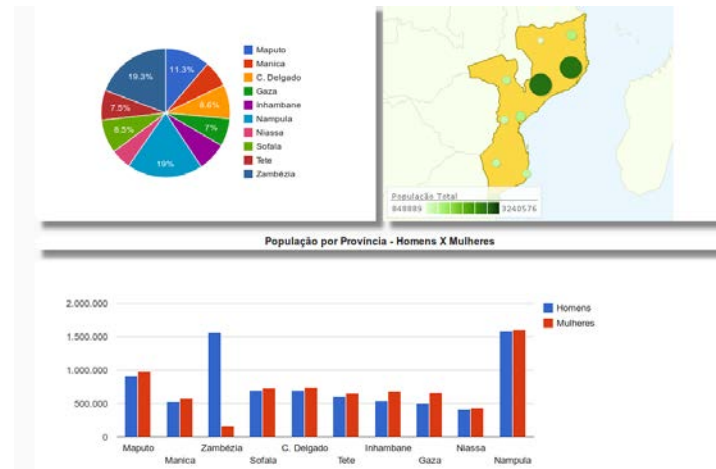


Speaking of Understanding the Company Strategy...

Learn the language of Finance & Business
Speak ROIC, EPS, FCF

7

translate what you do into core business KPIs



Calculating your Total Economic Impact:

Program Name: Master's Executive Selling Skills Training

Program Goals: Deliver Executive Selling Skills that enable upstream "C" level conversations & sell business value - vs downstream reactive bidding and differentiating on price.

3 Key Benefits: 1) Higher Value Deals and More of them in the Pipeline 2) Lower discounts 3) Improve Sales Productivity/Close Rates

Let's Focus on Goal 1: Higher Value and More Opportunities in the Pipeline

Goal per class: 280m Net New Pipeline identified per class	\$ 12,600,000,000	x 45 classes per yr
Total Closed Revenue based on avg Close Ratio of 5:1	\$ 2,520,000,000	(we have to put 5 dollars in pipeline on average to close 1 dollar)
Operating Income	\$ 126,000,000	(5% net operating margin average)
After Tax	\$ 88,200,000	30% Tax Rate applied
EPS Improvement	\$ 0.457	# of Shares outstanding 193m

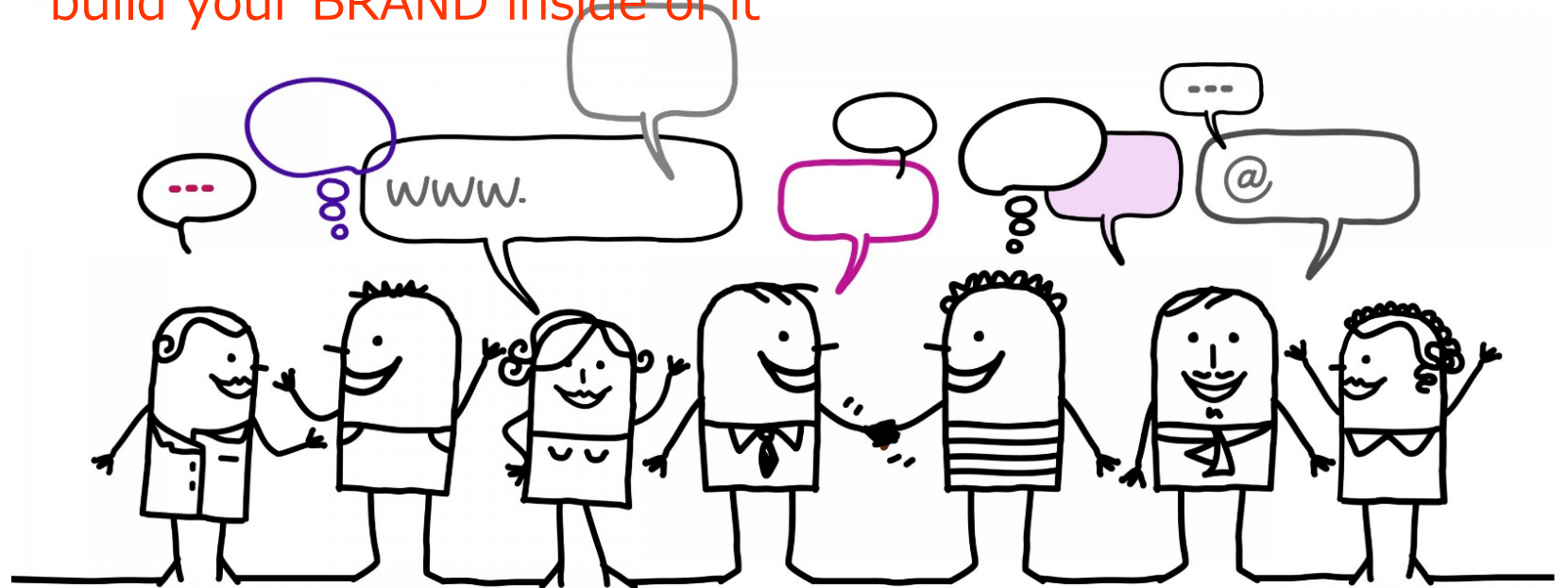
And if we meet Goal 3 Improve Close Rates (3:1):

EPS Impact	\$ 0.762	If we improve close rate to 3:1 - in other words goal 3 is met (improve close rate)
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Your Network is your #1 Personal Asset

Build it, Strengthen it, Learn from it and very importantly, build your BRAND inside of it



Professional Mission: EMPOWERING SALES



UT Austin



CIBC World Markets

IT - Systems Engineer



Software

CMO Dell Software



Dean - HP Sales University
Global Sales Enablement



- SVP WW Product Marketing (P&L)
- SVP & Managing Director (P&L)
- Sales VP
- Sales Representative
- Systems Engineer

Social Scene



7500 connections

11,000 followers

Board Seats



alteryx

SVP Marketing &
Sales Enablement

JABIL

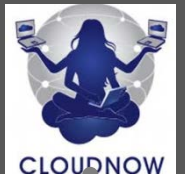
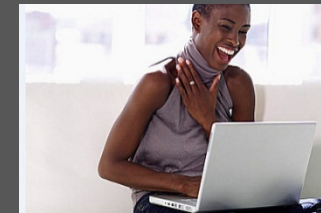
Awards

CloudNow Lifetime Achievement



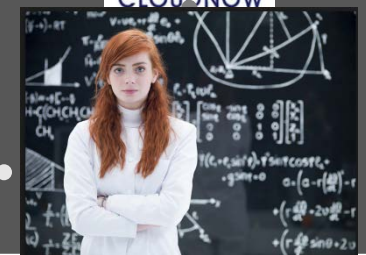
EWF Woman of Influence x 2
"Searchie" Innovation Award
SV/SJ Biz Journal WOI
Best Corporate University
14 of 16 President's Clubs
Sales Leader of the Year x4

Personal Mission:
EMPOWERING WOMEN in STEM



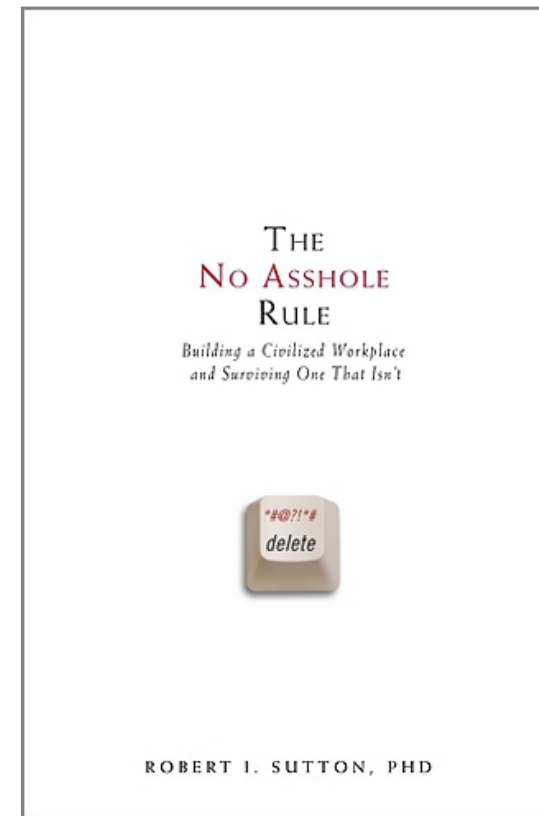
SOLD

Coversant



Butterfly Daily - 8000 views

Self Reflect – think about the other person: Leadership & Self Deception



5

4

CREATE MUTUAL PURPOSE:

Know your audience, do your homework, prepare your messages, tie your messages into their priorities and always share your plan!

Women DO NOT let
men see you at odds!

MEN DO NOT be
intimidated by strong
women – they don't bite.



Leadership is **Action** not words

3



And it is most definitely not a
TITLE

Get out of your **comfort zone, stretch yourself**, learn every day

- Take RISKS. Try new roles
- Don't get stereo-typed
- Definitely don't be known as a generalist...they are a dime a dozen.

Be a **SPECIALIST** at something,
anything!



Remember this?
Any idea why the ROLES are a different color?

Professional Mission: EMPOWERING SALES

Specialize
Bet the Best!



Software

CMO Dell Software

JABIL

SVP Marketing &
Sales
Enablement



Dean - HP Sales University
Global Sales Enablement



- SVP WW Product Marketing (P&L)
- SVP & Managing Director (P&L)
- Sales VP
- Sales Representative
- Systems Engineer



Business Acumen
will ground you

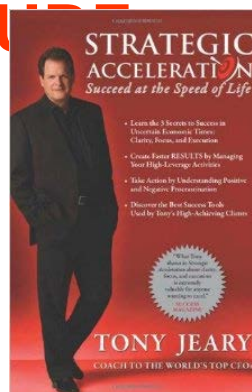
stretch

1

Create Strategic Acceleration
for your organization & for
yourself.

Have a Plan

- CLARITY – be clear about the mission
- FOCUS – ruthlessly prioritize
- EXECUTION – remove obstacles for people
- And MEASURE how progress



example: plan on a page

priority programs

1

Master's Program

Building 3-year Account Plans

Provide skills, knowledge, behaviors to build & execute
3-yr strategic account plan incl. 3-5 plays) and change the conversations with our customers.

2

Sales Enablement & Marketing

Activating & Operationalizing the Plans.

Tools, systems, resources, marketing campaigns aligned to Account Plans & Sector Plans to drive growth.

3

Blue Sky Innovation Center

Accelerating the Plans.

Develop a world class capabilities showcase & engagement experience to accelerate plans.

How do we measure success?

- ✓ FY15 – 20 / FY16 – 30 **TBD**
- ✓ New or revitalized opportunities in Pipeline @ 100-300m per team
 - Richer pipeline opportunities
- ✓ # of Meetings outside of procurement – “C” levels (needs contact info updated)
- ✓ Y/Y NPS Score Improvement Y/Y

- ✓ **SFDC Adoption 85%**
- ✓ **SFDC upgrades per roadmap**
- ✓ **Account Based Marketing Plans**
- ✓ **Sales Enablement Assets/Content (internal/external) x17**

- ✓ FY15: Min 5 excellent customer visits
- ✓ In FY16 Measure Pipeline Impact pre/post visit. (Size & Acceleration)
- ✓ 4.5 Evaluation Scores
 - per customer
 - per BU
- ✓ # of visits and # of return visits

