

MO Leadership Academy Class 12
Capstone Presentation

Competitive Insights



Competitive Insights Capstone Group



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Competitive Insights – QPS Focus Areas

- 1) The Organization considers external best practices when making decisions.
- 2) The Organization considers the strengths of its products and services compared to similar public sector organizations.

 **QPS** Quarterly Pulse Survey



“Best Practice” Definition

Working definition: Actions that are developed and implemented internally (process improvements) and gathered from external sources.

“Strengths of Products & Services” Definition

Working definition: Focus on quality of customer service. Personal connection to quality of customer service delivered



Competitive Insights Problem Statement

Are we using correct channels to clearly and effectively communicate best practices being implemented in our agencies?

Competitive Insights Hypothesis

Agencies that intentionally share information about best practices with staff and attempt implementation will improve team members' experiences and perception of their role in the agency.



Included

Invested

Involved

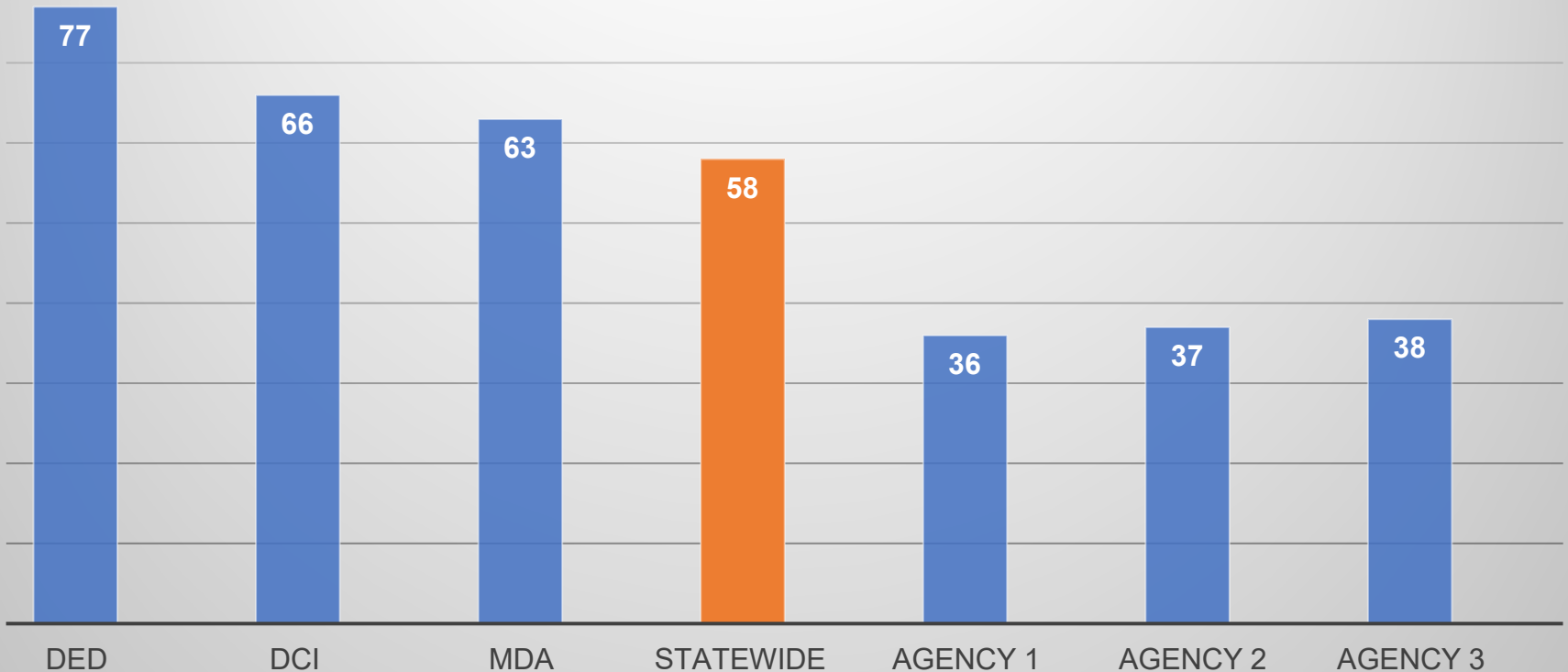


Data Points

- 1) Quantitative Missouri QPS analysis (QPS 19)
- 2) Federal and Private Sector Data from “Qualtrics 2024 Employee Experience Report”
- 3) Qualitative interviews with top three “Competitive Insights” agencies
- 4) Qualitative interviews with lowest three “Competitive Insights” agencies

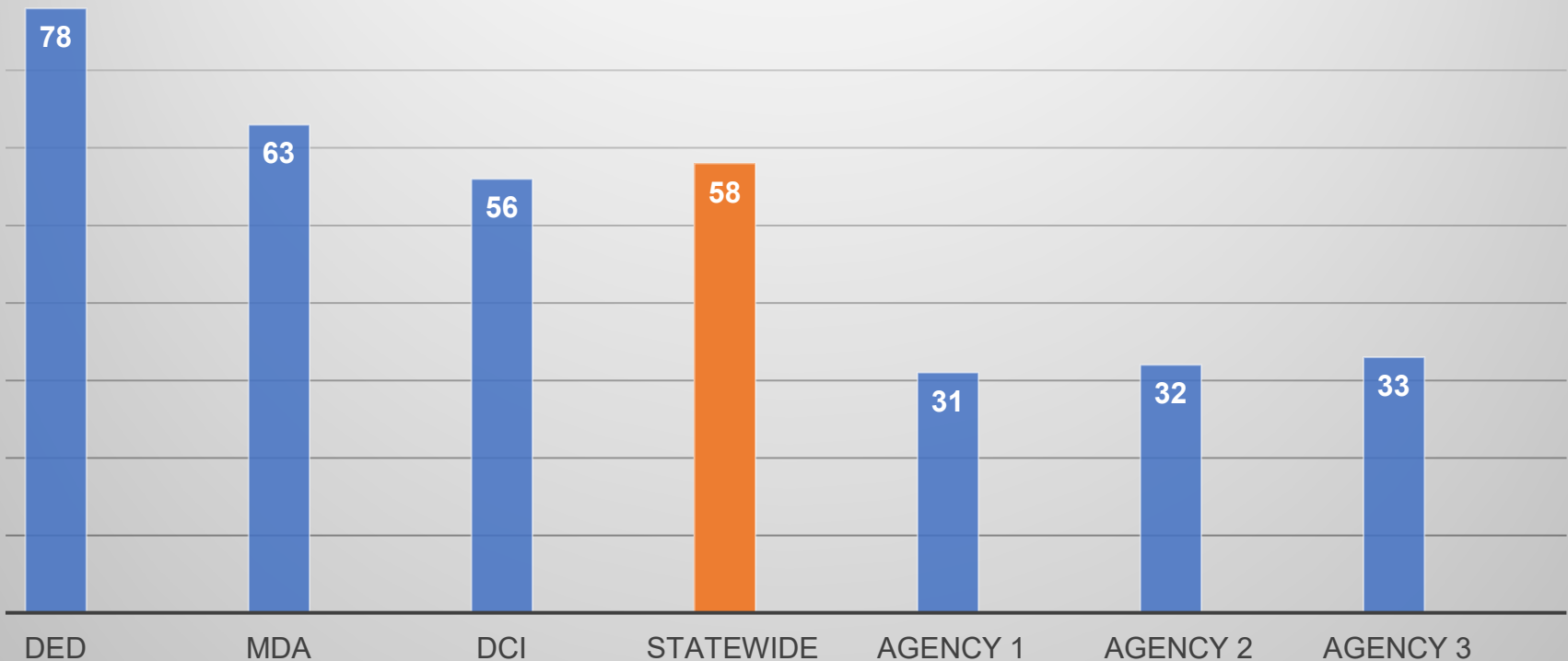
“Considers Best Practices” QPS Data

Organization Considers Best Practices



“Strength of Products and Services” QPS Data

Compare Strength of Products & Services with
other Public Sector Organizations



Private Sector Qualtrics Survey –

Similar question:

“How confident are you in senior leadership to make right company decisions.”

Private Sector Response

67%

Federal Government Survey –

Similar question:

“How confident are you in senior leadership to make right company decisions.”

Federal Government Wide Response

56%

State of Missouri QPS “External Orientation”

Similar question:

My agency is Citizen Focused and strives to find best practices and improve customer satisfaction.

Statewide Percentage of Agreement

58%

Interview Results



Best Practices: A Vehicle for Connection – Not a Tool for Training

CONNECT – DCI's Internal Magazine

CONNECT is DCI's monthly employee newsletter. This internal magazine is designed as one more resource for our diverse team to learn more about the department and the people who work here. Do you have suggestion or submission? Please send your ideas to communications@dcimo.gov!



DCI: (66% of agreement QPS 19)
“From the Director” is the most read piece of Connect. It shows the sincerity of leadership in making the work place better.

DED: (77% of agreement QPS 19)
There are non-monetary opportunities to highlight best practices in-action and encourage staff to embrace a similar approach.



Bell Ringers

From the Director

We finally made it over the finish line, and the legislative session has officially ended. The General Assembly managed to pass the budget in the final hours before the deadline. I am happy to report that the proposed 2.2 percent increase for state employees remained intact and has moved to the Governor for his signature. For more information about this year's legislative activities, please see the Legislative Update in this issue of CONNECT.

Last month, I shared the names of our first Division Employees of the Quarter with you. Nominations are open for the second quarter, and I am eager to see who among you will be recommended for this honor. The nomination period is open for **DCI Division Employees of the Quarter** (the nomination form is linked), or you can find additional information at <https://www.representations.mo.gov/DCI/>. Second-quarter nominations will be accepted until **Monday, June 17, 2024**.

May is a celebratory milestone month for many in DCI. I understand that the graduation issue is one of the most popular CONNECT issues of the year. Enjoy seeing the many graduates from the school through college shares by proud parents, grandparents, and other family members with ties to DCI. Congratulations to your graduates as they move to the next step in their academic or professional careers!

Memorial Day weekend marks the beginning of the travel season as we spend time with our families or attend summer professional development conferences. I'm sure you've noticed the many road zones as you've traveled the significant roadways in the state. While progress and improvements are much-needed and will be enjoyed when they are complete, delays in our travel plans can sometimes cause disruptions to our schedules. Be kind to yourself and others by planning for possible delays or detours. We can learn more about the areas impacted by visiting [MoDot's Traveler Information](https://www.mo.gov/DCI/).

Have a wonderful summer and stay safe!

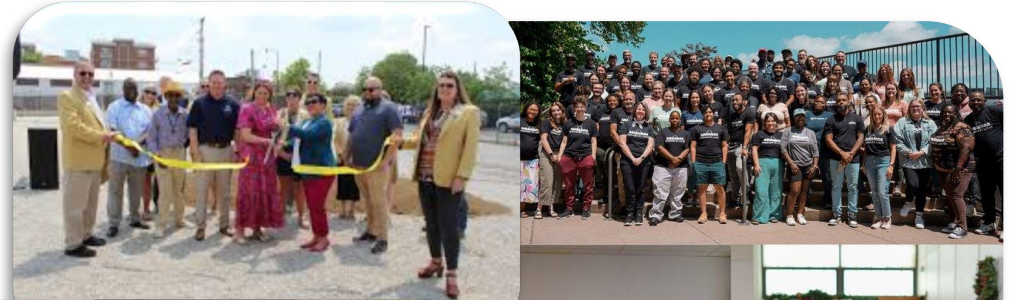
Chloa

Chloa Lindley-Myers, Director, Missouri Department of Commerce and Insurance

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Dept. of Economic Development (70% of agreement QPS19)



People are motivated to provide better customer service when they personally see the impact their role has on the community they are serving.

Positive Impact of Community Involvement

Dept. of Agriculture (60% of agreement QPS19)



Efforts Across State Government

Agency 1 (36% of agreement QPS19)

- 1) Proactive Safety Training for all staff
- 2) All improvement initiatives published on intranet site



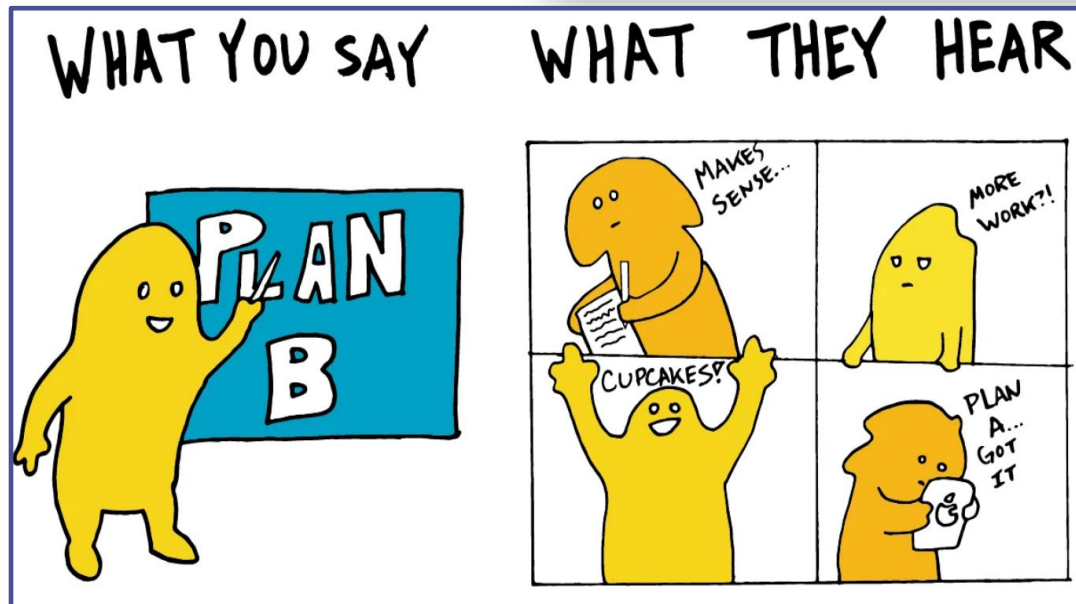
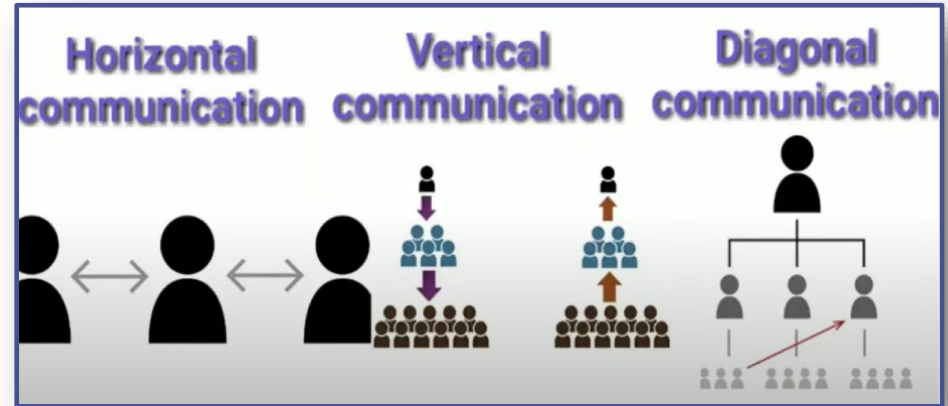
Agency 2 (37% of agreement QPS19)

- 1) Missouri agency nationally recognized for housing best practices
- 2) Staff encouraged to share ideas with executive team



Where are the Gaps?

- 1) Focus on Internal Communication
- 2) Trust is Key Component
- 3) Multi-directional Communication
- 4) Same Message Needs to be Communicated 5-7 times





What are the Obstacles?

Different Agencies = Different Authorities

Different Sizes = Different Communication Capabilities

- **Swing Shifts**
- **Accessibility to Laptops & Cell Phones**
- **Remote Workers**

NOT

a One-Size-Fits-All Approach



Recommendations

Communications Resource Library

- **Linked from Agency Intranet sites**
- **Located on QPS.mo.gov, Owned by Division of Personnel**
- **Using an existing, known resource**
- **PIOs from each agency would compile and update Resource Library**

Communications Resource Library

- **Focuses on communication with all levels of staff**
- **Informs about Communications Team and their roles**
- **Creates an inventory of Communications Tools Available**
- **Provides Peer-to-Peer education on Services and Communications channels**

| Communications Team | Agency Director | Human Resources | Supervisor | Peer to Peer |
|---|---|---|--|--|
| <ul style="list-style-type: none">• Agency Newsletter• Social Media Posts (<i>Twitter, Facebook, Instagram, LinkedIn</i>)• Press Releases• Intranet Content• Breakroom/Office TV Displays/Announcement• All External Communication | <ul style="list-style-type: none">• Department Policy• All-staff WebEx calls• All-staff email• Director's message in Newsletter• Paper notice included in employee snail mail• Major Intranet Change• Gov-Delivery messages | <ul style="list-style-type: none">• Staff emails• Blast notice preceding training module• QPS Reminders & Results• Bulletin Board Notice• Process Change• Division/Team E-mail | <ul style="list-style-type: none">• Team meetings• Engage Conversations• Emails• In-person meetings• Water cooler talk | <ul style="list-style-type: none">• Emails• Informal meetings• Water cooler talk• Phone Calls |

Questions?

