



# Empowering a Social and Mobile Workforce: Balancing the Benefits with Security

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# Our Panel Of Global Experts Today



Michele R. Weslander Quaid – Google

Robert Marshall – DELL

Cynthia Mar – Microsoft

Tim Robinson – Verizon Wireless

# The USCG Innovation Mantra

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“...collaborative exchange of ideas [is] the single most critical element of successful service innovation”

# These Organizations Do It...



# ...Questing To Be A “Top 100 Best Company”



## In employees' WORDS

- #5 team
- #6 job
- #7 help
- #8 customer
- #9 store
- #10 best
- #11 need
- #12 unique
- #13 well
- #14 care
- #15 community
- #16 good
- #17 culture
- #18 love
- #19 opportunity
- #20 car



# What Is The Environmental DNA?

▪ Heard

▪ Engaged

▪ Communities

▪ Accountable

▪ Results-Driven

▪ Pro-Active

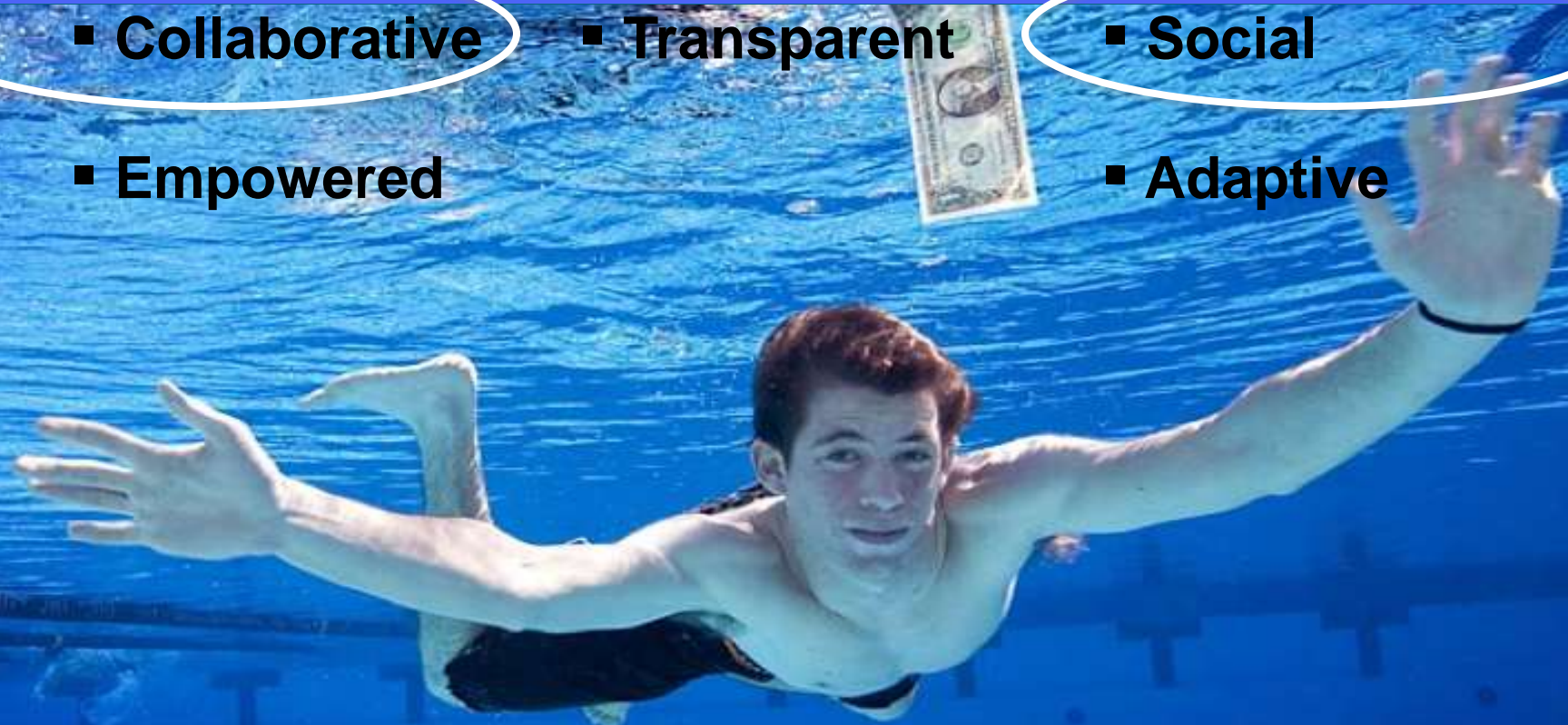
▪ Collaborative

▪ Transparent

▪ Social

▪ Empowered

▪ Adaptive



Give More

Know More

Listen More

See More

Do More

Change More



Engage

**Please Welcome**

**Michele R. Weslander  
Quaid – Google**





**Please Welcome**

**Robert Marshall**

**DELL**



**Please Welcome**

**Cynthia Mar**  
**Microsoft**





**Please Welcome**

**Tim Robinson  
Verizon Wireless**

**Let's Ask**

**And**

**Answer**

**Questions**

