



Closing the Gap:

Using event design to close physical, operational and affinity distance in organizations



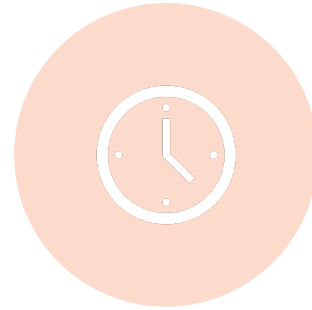
What You Need to Know MOST



I'VE BEEN DOING THIS
A LONG TIME #OLD



I'M SUPER PASSIONATE
ABOUT IT



OUR 45-MIN TOGETHER
WILL BE HIGHLY
INTERACTIVE



SADDLE UP!

Why It Matters: When Virtual Distance is High



Strategic
Success

Reduced by:

85%



Job
Satisfaction

80%



OCB's
decline

75%



Trust

71%



Innovation

63%

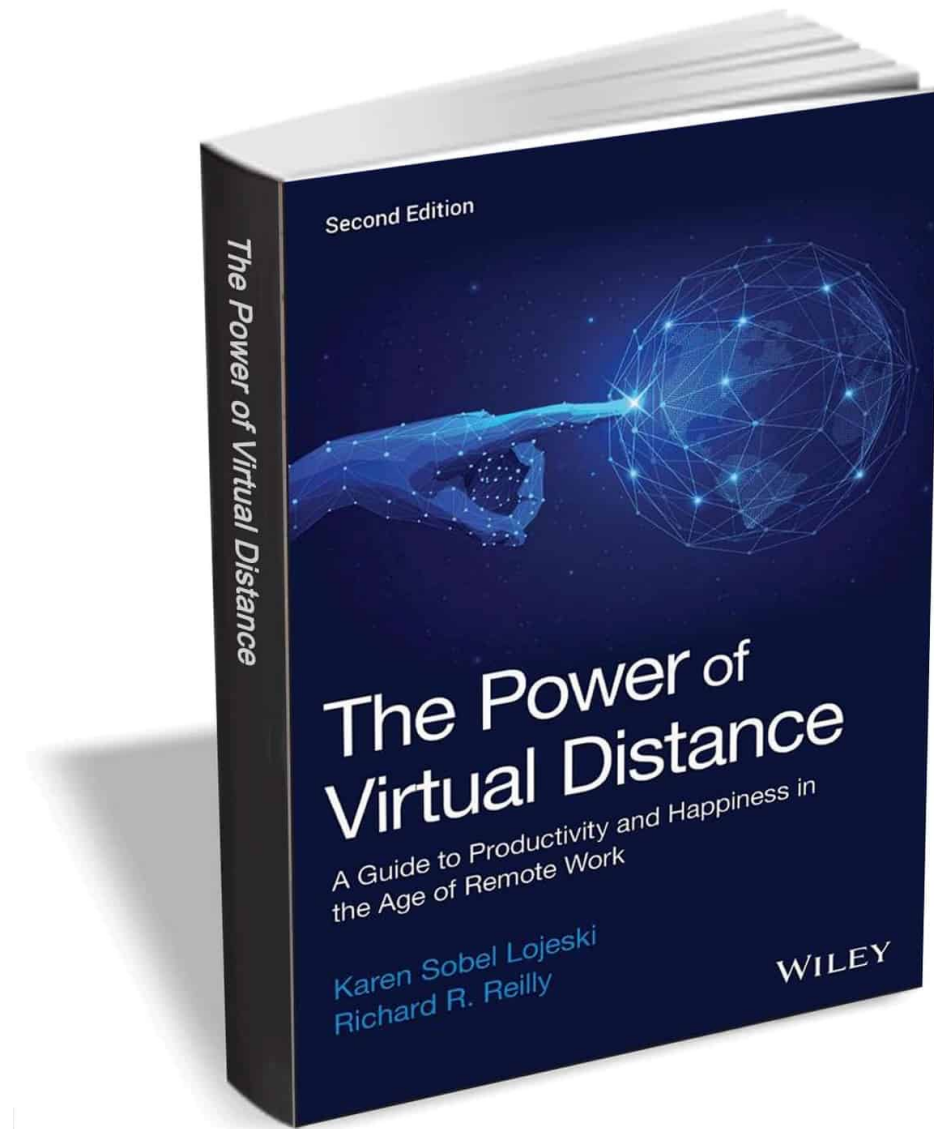


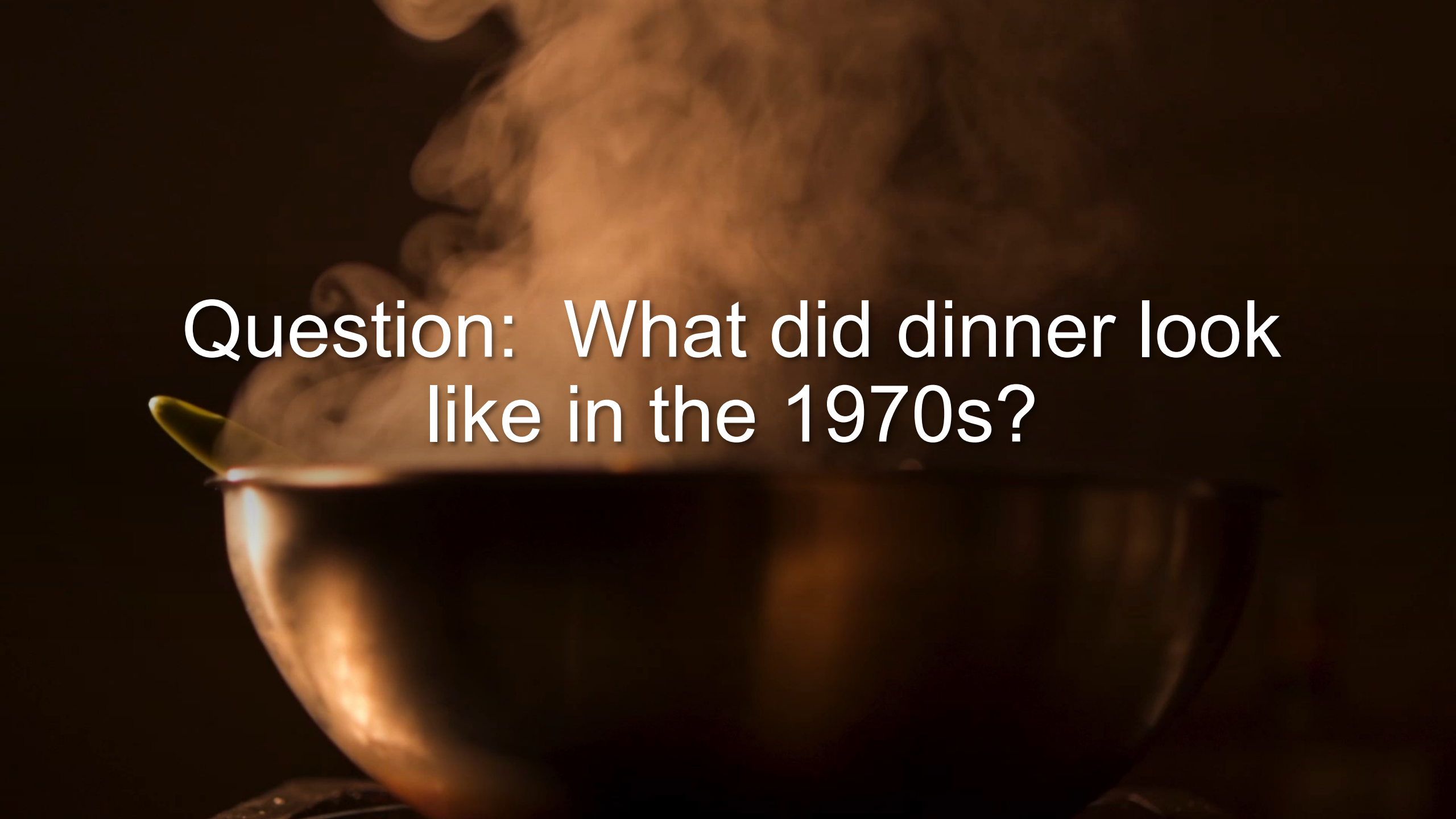
Team
Performance

53%

BUT..... What IS IT??

Let's do a thought experiment





Question: What did dinner look
like in the 1970s?

Family Dinner



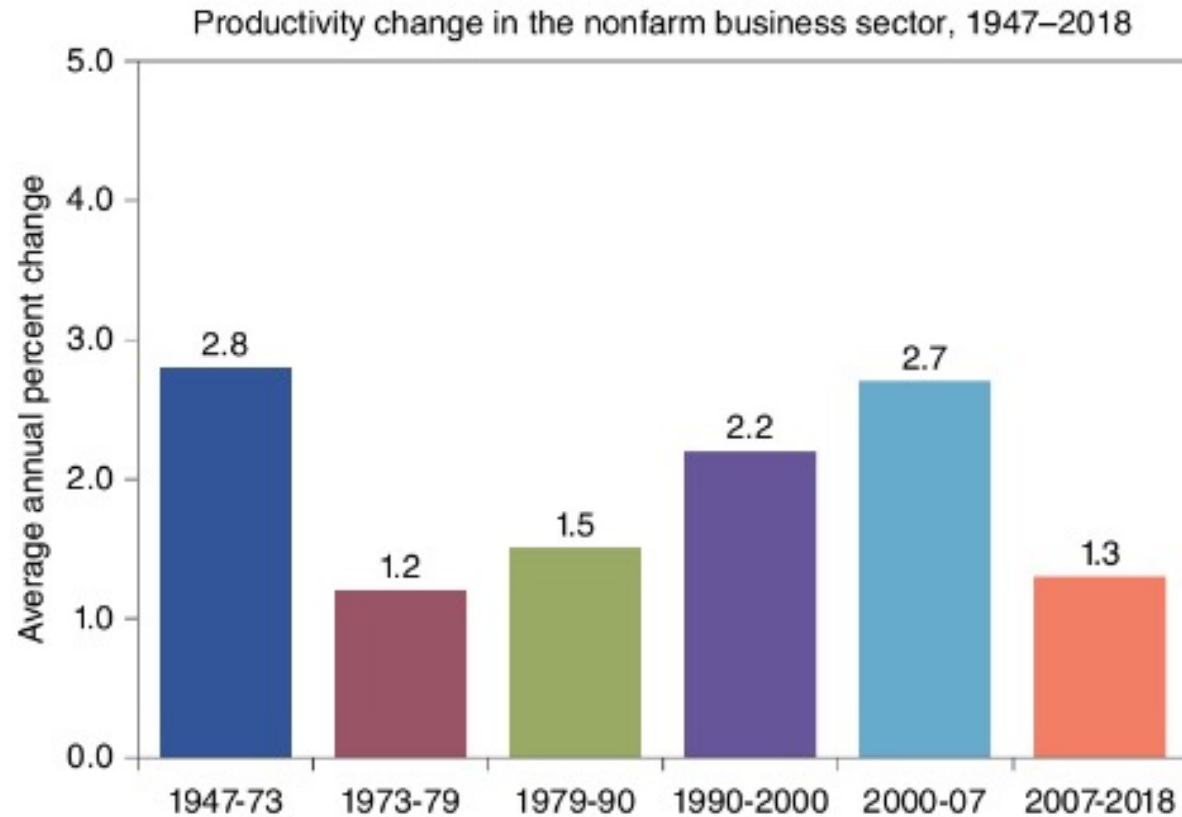


Question: What does dinner look
like now?



Family Dinner?

But technology was supposed to make us more productive....right???



What is
Virtual
Distance?

Physical
Operational
Affinity



Physical
Distance

Geographic
Temporal

Organizational

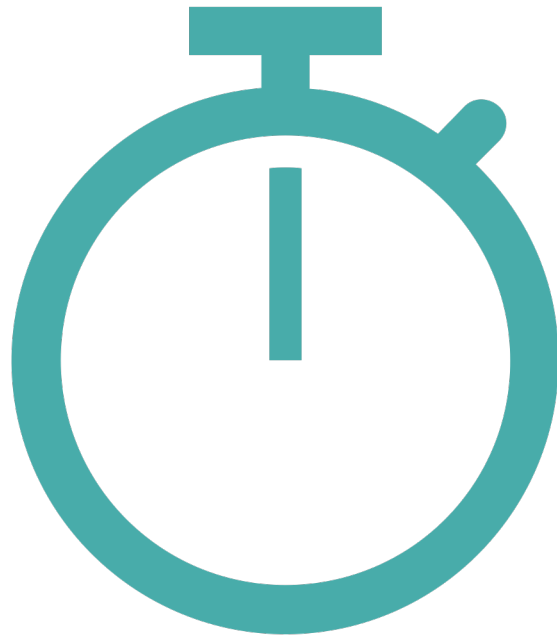


Operational
Distance

Communication
Multi-Load
Technical



Closing the Gap – Design Patterns Ideation



Closing the Gap – Design Patterns Discussion



Reduce jargon and
acronyms



Allow attendees to focus
on one thing at a time



Make sure the technology
is well-explained and
supported



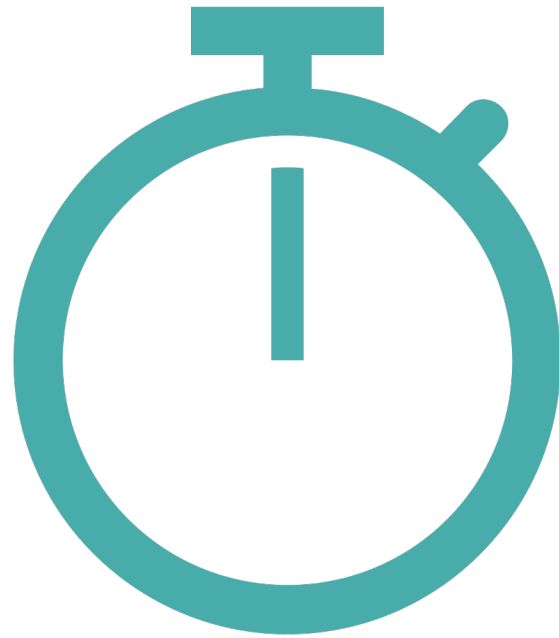
Limit small group
discussions to less than
15 (8 ideal)

Affinity
Distance

Cultural
Interdependence
Relationship
Social



Closing the Gap – Design Patterns Ideation



Closing the Gap - Discussion



Weak/New Ties lead to
greater Innovation – especially
for explicit knowledge



x



x

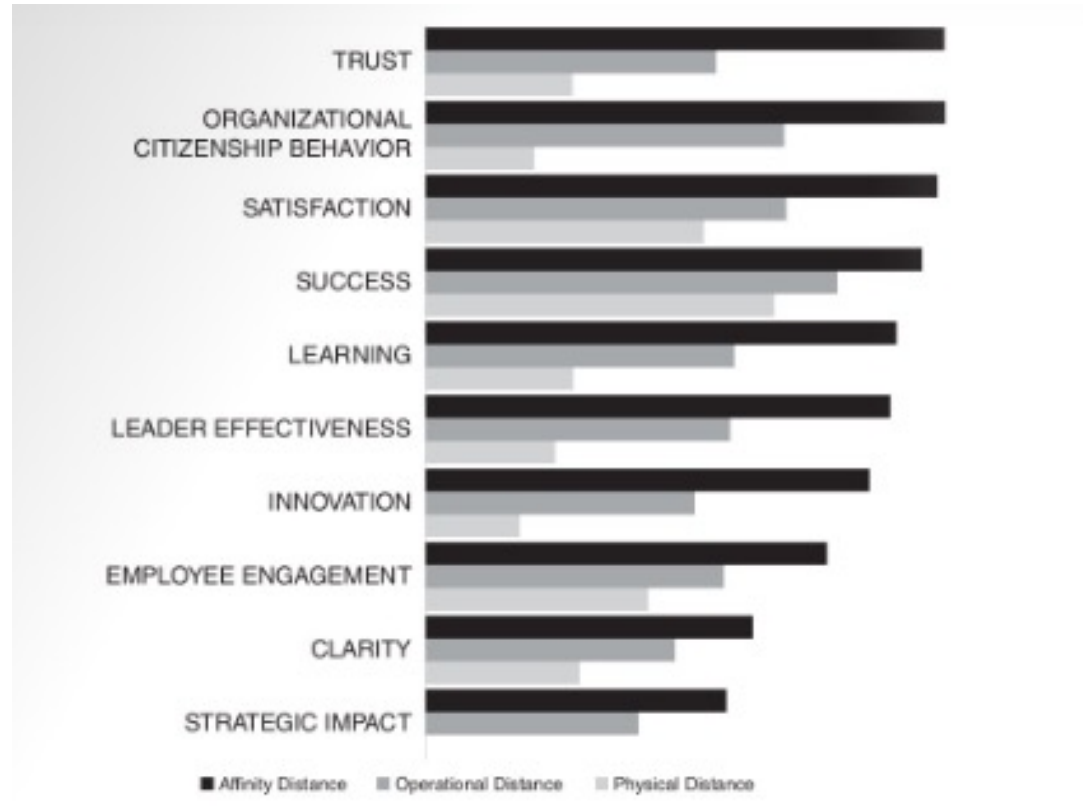


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Closing the Gap - A HUGE Opportunity



Impact on Key Performance Indicators



Design Patterns to Close Affinity Distance

1. Creative Affinity Groups (first time moms)
2. Personalization via “Tracks” Chill Skill Thrill
3. Use Reg data/AI to group like-minded
4. JabberYak-like opportunities
5. Encouraged Cultural Exchange
6. Make them dependent on each other for a challenge (Scavenger Hunts)
7. Ask – do you have a friend attending? Assign them a friend ambassador 😊
8. Remove hierarchy / structures from small groups (sales leaders vs. execs) – focus on a bigger topic
9. CSR

What Do You Want
Your Audience to:



When Should We Meet Live? Where is Face to Face Most Effective

Kick off

Discuss Major Problems

Present Major Deliverables

Address Customer Issues

Review a Relationship

Most Importantly





**EXTEND THE
COMMUNITY**