



Case Study: HP Solution Consulting Services

Objective: The HP SCS practice facilitates and guides business transformation at telecommunication clients. The global practice provides keen insight into the organizational and operational aspects of telecom businesses and their business process. The strength of the practice lies with the expertise of each individual member of the team. The worldwide managing principal for HP SCS recognized the synergy the team showed in working together and in engaging with clients. She sought a solution to:

- Promote the expertise of individuals and ensure the collective positioning of the SCS practice in the industry and for telecommunications clients.
- Empower the team to acknowledge their contributions and value, individually and collectively
- Recognize individuals as essential representatives of the SCS practice
- Ensure consistency in each individual's representation of SCS practice

SOLUTION: MAD Perspectives proposed using LinkedIn as the professional social networking platform to amplify each consultant's professional reputation as well as increasing visibility of the practice itself through the individual's association to HP SCS. In addition, MAD Perspectives provided an overview of the LinkedIn functionality available to users of the network to gain insight and influence clients or industry colleagues.

Each of the 40 consultants, located around the planet, was interviewed by phone. The conversations focused on career evolution and the factors contributing to their individual success as well as the value provided to clients. The consultants found this to be an exercise in self-awareness, reminding them of the key decision points and opportunities that influenced their success. In addition, the discussion reinforced how they prefer to act as consulting professionals. Active listening and innate curiosity, on MAD Perspective's behalf, led to the development of LinkedIn profiles that shifted from being mere placeholders or online CVs to comprehensive reflections of exceptional capabilities.

During collaborative process MAD Perspectives drafted profiles and provided suggestions for leveraging incremental LinkedIn functionality specific to each consultants interests, while consistently representing the core values of the global SCS practice.

"Peggy has a talent for uncovering and capturing the value of individuals. Upon gaining this insight, she is able to articulate and represent both individual capabilities and the collective value within an overall Business Consulting Practice. She's done an exceptional job and has significantly added value to the position of the SCS Practice in the marketplace. She shines a bright light on the unique and brilliant talent of each individual."

Peggy is a consummate professional and a powerful force to work with. She provided an easy and fulfilling experience for all involved."

*Teresa Schlegelmann
Former Managing Principal, HP Solution Consulting
Services*

About MAD Perspectives:

Founded in 2009, MAD Perspectives addresses customer challenges to optimize their use, management and distribution of digital media. With 25+ years in high tech, we bring unique focus to defining market opportunity, solution development, resource alignment, and cohesive messaging. We've been developing and driving solutions for digital content management, distribution and delivery for the past 10 years. MAD Perspectives provides consulting, workshops, planning and solution assessment services to help clients take advantage of current and emerging online platforms to connect, collaborate and communicate.