



Social Media: Protecting Your Professional Profile

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Central Missouri Postal Customer Council
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Overview

- What is it and how did it start?
- Features and trends?
- The Big 4 – Facebook, Instagram, LinkedIn, Twitter
- Issues and concerns
- Benefits
- Tips

Social Networking: What is it?

- Online service, platform or site
- Build social relationships
- Includes:
 - User profiles
 - Web-based
 - Sharing ideas, activities, etc.

Social Networking: Origins

- Pre-Worldwide Web
- Bulletin boards and chat rooms
 - ARPANET
 - Usenet
 - ListServ
- Personal webpages
- Commercial communities

- Different interests
- Different interfaces
- Different levels of privacy
- Easy to start your own website

Social Networking: Typical Features

- User profiles
- Status update
- Photo sharing
- Application
- Discussions

Social Networking: Emerging trends

- Use by corporations
 - Marketing
 - Customer interaction
 - Connect employees
- Work rules
- More groups
- Mobile access

Social Networking: Four for friends

- Facebook, Instagram, LinkedIn, and Twitter
- Popular to general public
- Changes quickly – what will tomorrow bring?

Social Networking: Four for friends

Site	U.S. Users	Worldwide Users
Facebook	214 million	2.3 billion
Instagram	100 million	1 billion
LinkedIn	150 million	560 million
Twitter	69 million	335 million

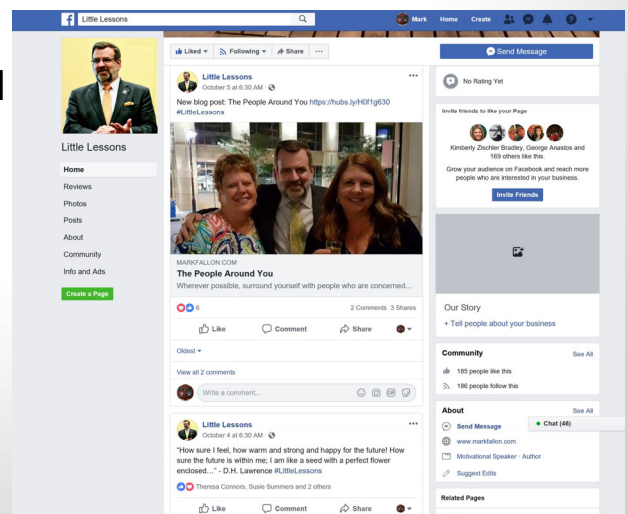
Social Networking: Facebook

- Most popular worldwide
- Connect to friends, relatives
- Groups for every topic
- Collects your information



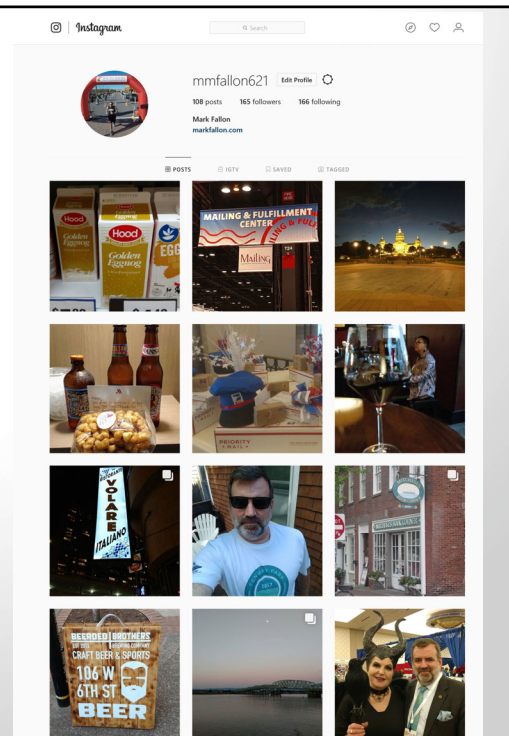
Social Networking: Facebook & Business

- Not magic, but marketing tool
- Requires regular updating
- “Pull” users to website
- Feedback mechanism



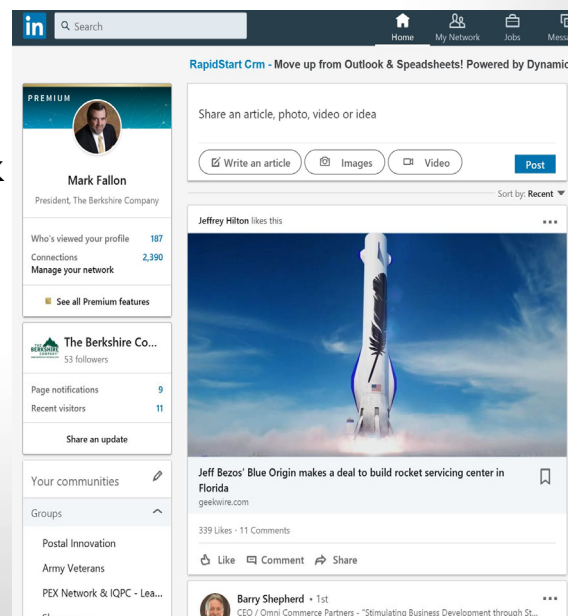
Social Networking: Instagram

- Sharing photos, images
- Temporary “stories” (video)
- “Mostly” positive, upbeat
- Celebrities and Instagram celebrities
- Marketing & Influencers



Social Networking: LinkedIn

- Professional vs. personal network
- Industry connections
- Interest groups
- Expanding your network
- Networking is a verb



Social Networking: LinkedIn Profile

- Professional photo
- “Online resume”
- Recommendations
- Link to correct company

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President, The Berkshire Company

Experience

President & CEO
The Berkshire Company
Apr 2001 – Present · 17 yrs 7 mos
The Berkshire Company is an independent management consulting firm, specializing in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.
We bring unmatched industry expertise along with a track record of successfully completing projects.

Vice President
State Street Corporation
1996 – 2001 · 5 yrs
Manage the Document Technology and Delivery department, providing specialized services in:
- Computer output control
- Document services
- Mail operations... See more

Claims Supervisor
Plymouth Rock Assurance
1995 – 1996 · 1 yr
Oversaw Crashbusters, an automobile physical damage appraisal unit, for a property and casualty insurance company. Assigned ten certified appraisers to service insureds and claimants throughout Massachusetts. Developed software programs to improve automation for agents and employees using Microsoft Access, Lotus for Windows, Mitchell Ultramate, Imaging and Robotics Pr... See more

First Lieutenant
US Army
1987 – 1990 · 3 yrs
Fort Carson, CO
Infantry officer, Airborne qualified.
Served on 4th Infantry (Mechanized) Division staff.
Assistant G-3 Training Officer responsible for developing training guidance and scheduling division training assets. Commanded the 4th Infantry (Mech) Sniper School (1988)... See more

Social Networking: LinkedIn Groups

- Professional associations
- Colleges & Universities
- Periodicals
- Personal interest groups
- Belonging isn't networking – participating is network!

Your Groups

Postal Innovation
Standard group · 6,594 members

Army Veterans
Standard group · 58,059 members

PEX Network & IQPC - Lean Six Sigma & Process Excellence for Continuous Improvement
Standard group · 33,636 members

Postal Customer Council® Connection
Unlisted group · 144 members

Memphis Area Postal Customer Council
Standard group · 35 members

Greater Boston Postal Customer Council **Owner**
Standard group · 66 members

Alumni at Army ROTC
Standard group · 1,824 members

Disabled American Veterans
Standard group · 17,675 members

Going Postal
Standard group · 2,063 members

USPS Innovation Discussion Group
Unlisted group · 274 members

Direct Mail | Print Production Professionals
Standard group · 359 members

Digital Mailbox Services - Mail & Postal Cloud Solutions
Unlisted group · 1,205 members

Veteran Entrepreneur Training Symposium
Standard group · 1,877 members

MSMA New England **Manager**
Standard group · 34 members

Social Networking: LinkedIn Plans

	FREE	Premium Career \$29.99/mo	Premium Business \$59.99/mo	Sales Navigator Pro \$79.99/mo
InMail per month	0	3	15	20
Who viewed your profile?	Last 5	Yes	Yes	Yes
Job / salary insights	No	Yes	Yes	Yes
LinkedIn Learning	No	Yes	Yes	Yes
Business insights	No	Yes	Yes	Yes
Advanced search / notes	No	Yes	Yes	Yes

Social Networking: Twitter

- Micro-blogs
- Text-based
280 characters (“tweets”)
- P2P, B2B, B2C
- News links



Social Networking: Twitter

- No edit button
- “Deleted” tweets <> gone
- Retweet at your own risk



Social Networking: Network Intelligence

- The knowledge of your network
- Private knowledge, perspective
- Three categories
 - Subject Matter Experts
 - People who know you well
 - Just really smart people

Social Networking: Issues and Concerns

- Privacy
- Data collection
- Hacking
- Computer viruses
- Hoaxes and scams

Social Networking: Managing Connections

- Who is the person?
- How do you know them?
- Why do they want to connect?
- Do you have business relationship (past, present, future)?
- What is their profile like?

Social Networking: Think Before You Post

- Anyone and everyone may see your post
- Why are you posting?
- You can't win an online argument
- "What would my mother think?"
- "What would my boss/customer think?"
- The Internet is forever

Social Networking: When Things Go Wrong

- Delete post – request delete (if not your post)
- Acknowledge the issue
- State why the post was wrong
- Re-check privacy settings
- Reconsider network

Social Networking: Hiring Practices

- Internet is a public place
- “Google” your own name
- Look at what you post
- Do you fit the company culture?
- Companies crossing the line – asking for login information

Social Networking: Benefits

- Expand your network
- Reconnect with your existing network
- Build your personal brand
- Participate in industry/interest discussions
- Enjoy yourself

Social Networking: How Do You Network?

- Positive Attitude
- Seek Common Ground
- Be Interested, Not Interesting
- Be Polite
- Follow-up

NETWORK WITH ME



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Instagram: [mmfallon621](https://www.instagram.com/mmfallon621)



Workflow Management and Process Mapping

2018 Mailers Conference

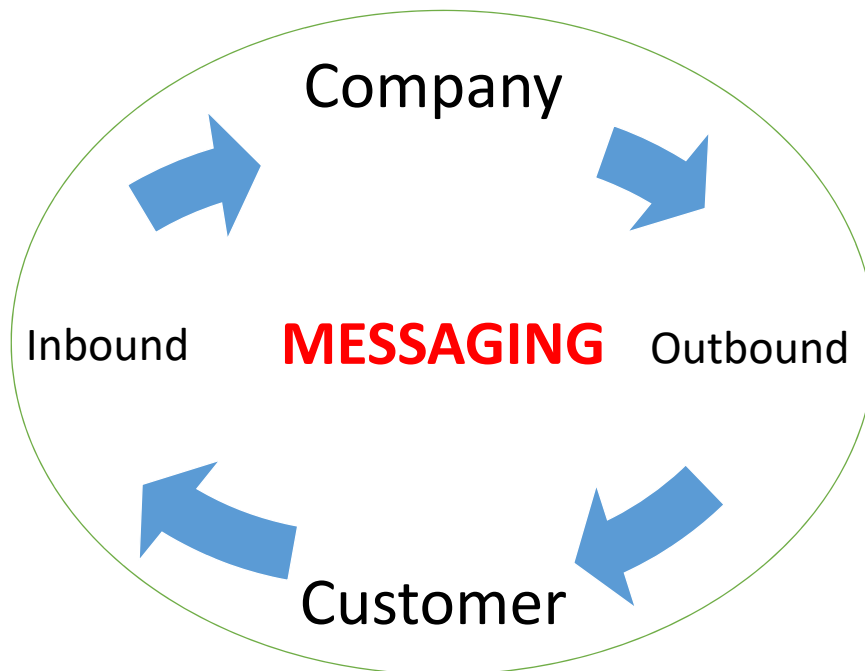
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What is “workflow management”?

What is “process mapping”?

Thinking outside the box and
inside the loop.



Who do you need to involve?

What information you need?

How do you get the information you need?

Ask the right questions:

- What?
- Who?
- When?
- How?
- Where?

The wrong question:

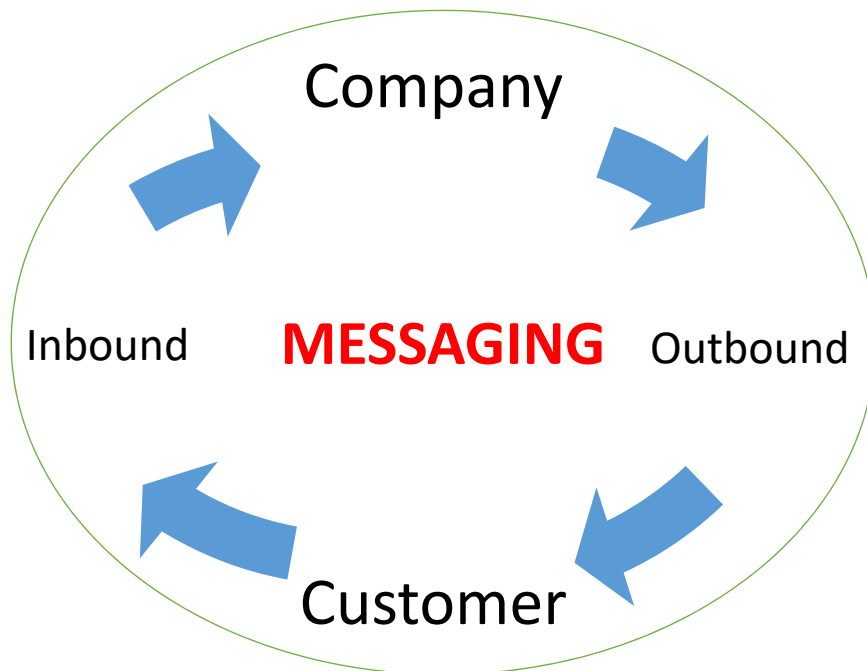


A really good question:

What if?



How do you map out the process?





Examples: Definitions of Shapes



This shape means a process.



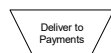
This shape means a predefined process.



This shape means a decision point.



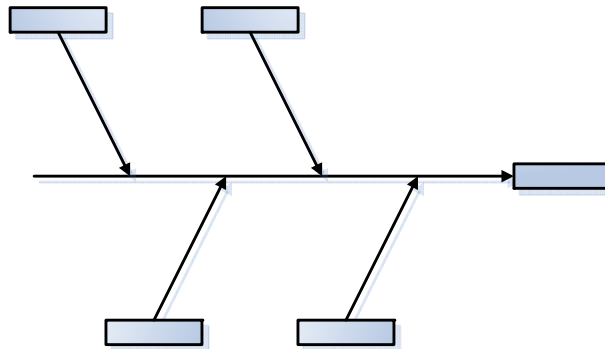
This shape means a preparation.



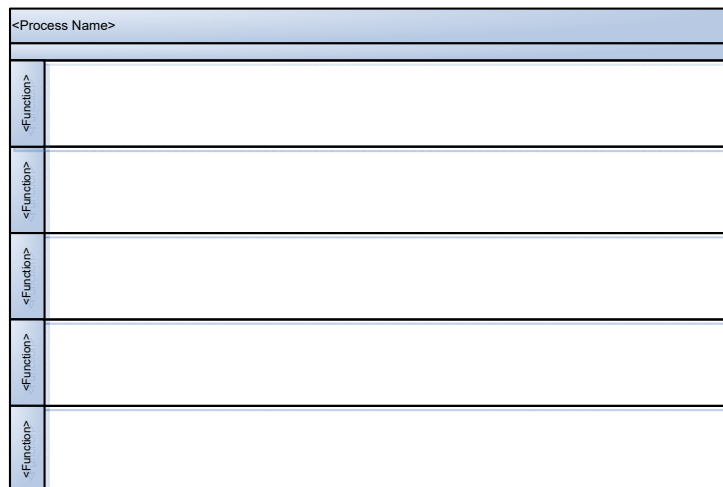
This shape means a manual operation.



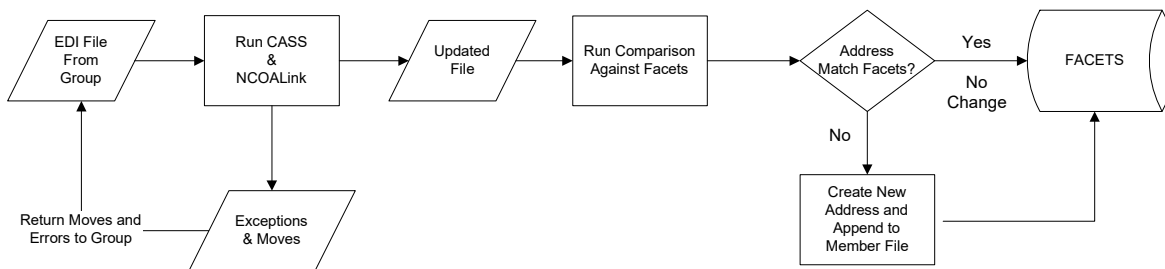
This shape means a document.



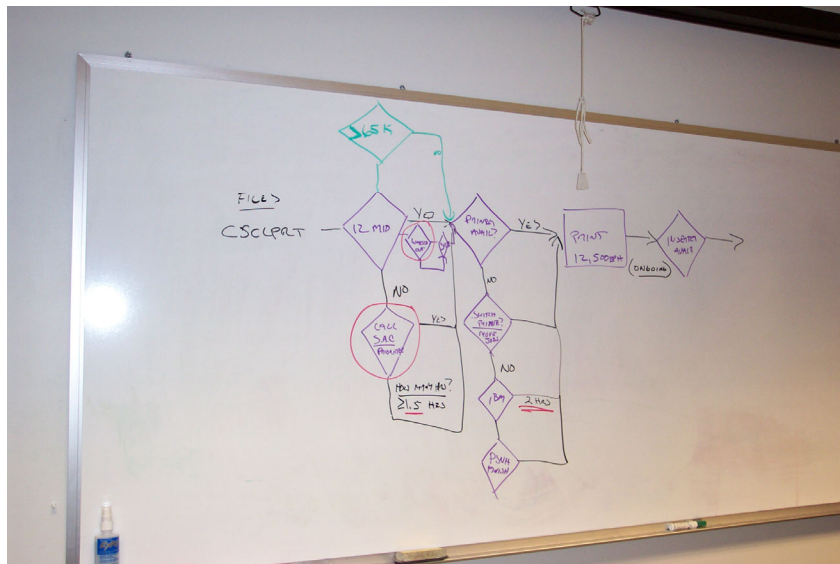
Cause and Effect Flowchart



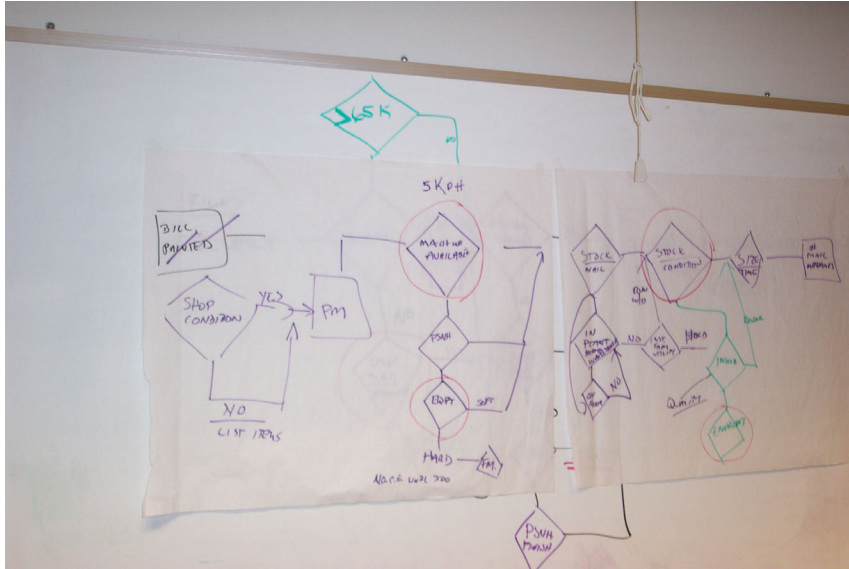
Cross-Functional Flowchart
(Swim Lane)



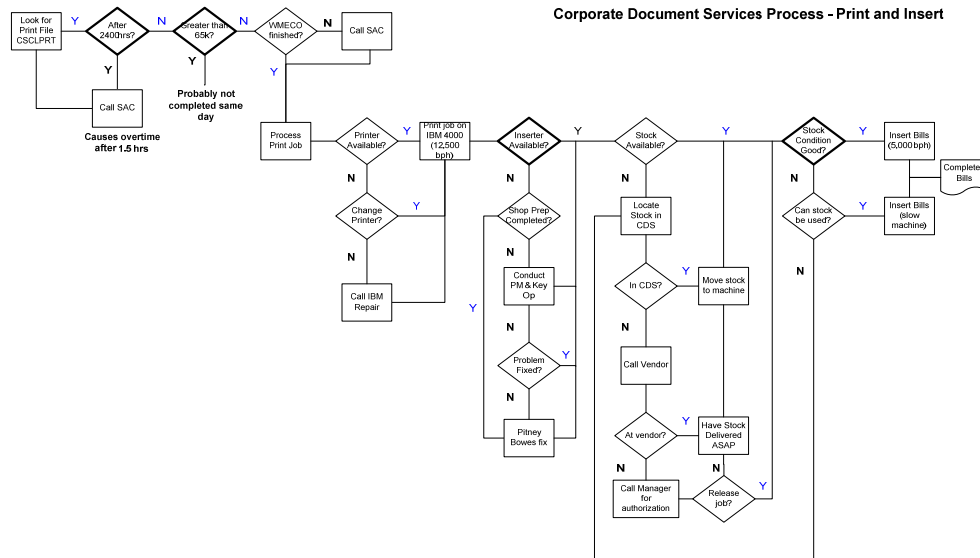
Examples



Examples

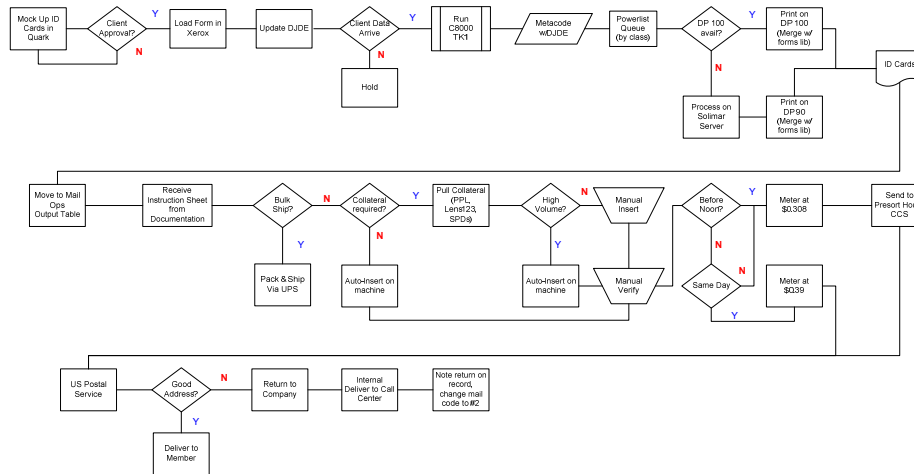


Examples



Examples

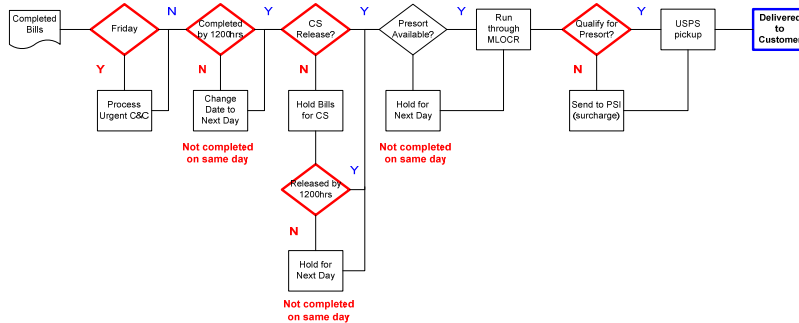
ID Cards Processing – New Group



What do you do next?

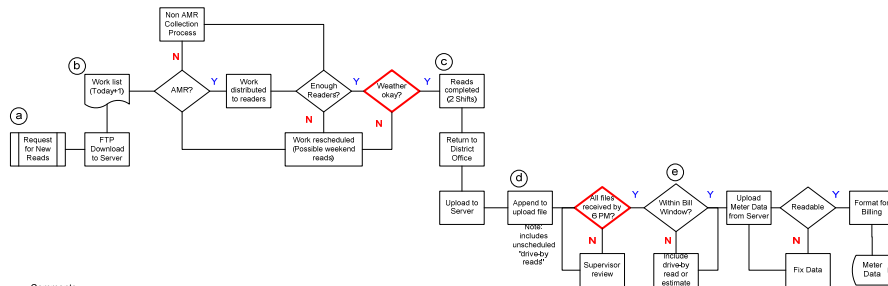
What Next?

Corporate Document Services Process - Presort



What Next?

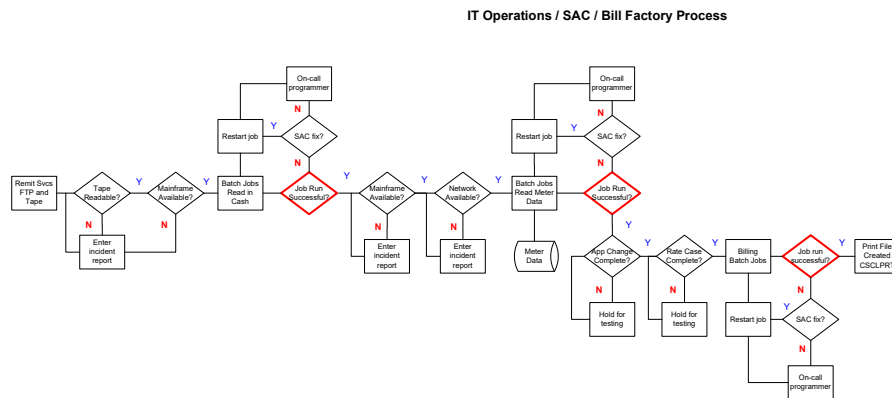
Meter Read / Customer Service



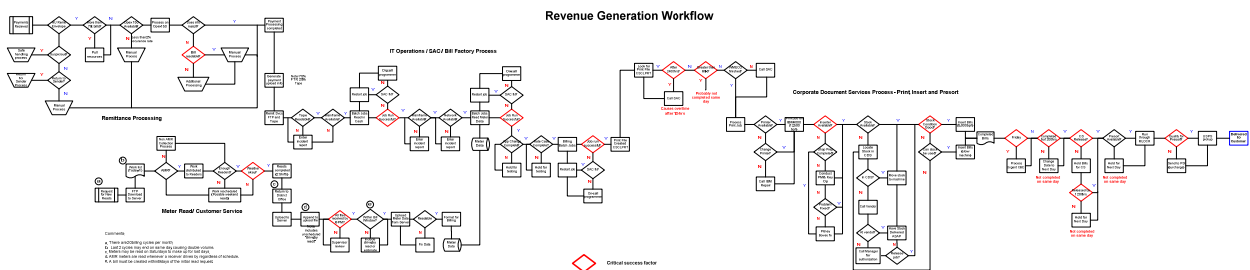
Comments:

- a. There are 20 billing cycles per month.
- b. Last 2 cycles may end on same day, causing double volume.
- c. Meters may be read on Saturdays to make up for lost days.
- d. AMR meters are read whenever a receiver drives by regardless of schedule.
- e. A bill must be created within 9 days of the initial read request.

What Next?



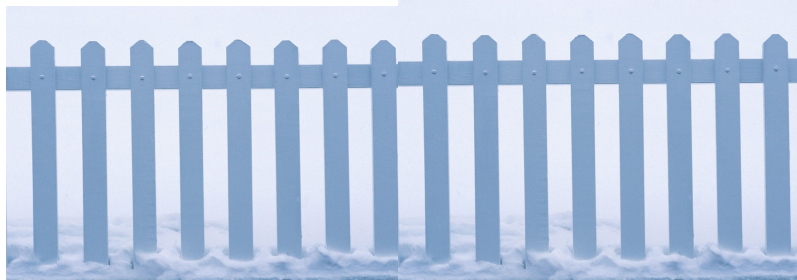
What Next?



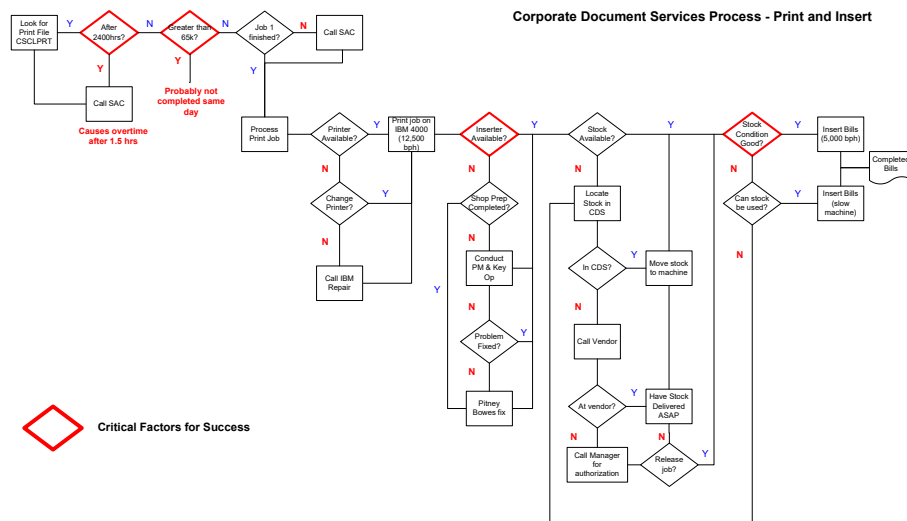
Critical Factors for Success

<Process Name>	
<Function>	
<Function>	
<Function>	
<Function>	
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Cross-Functional Flowchart
(Swim Lane)

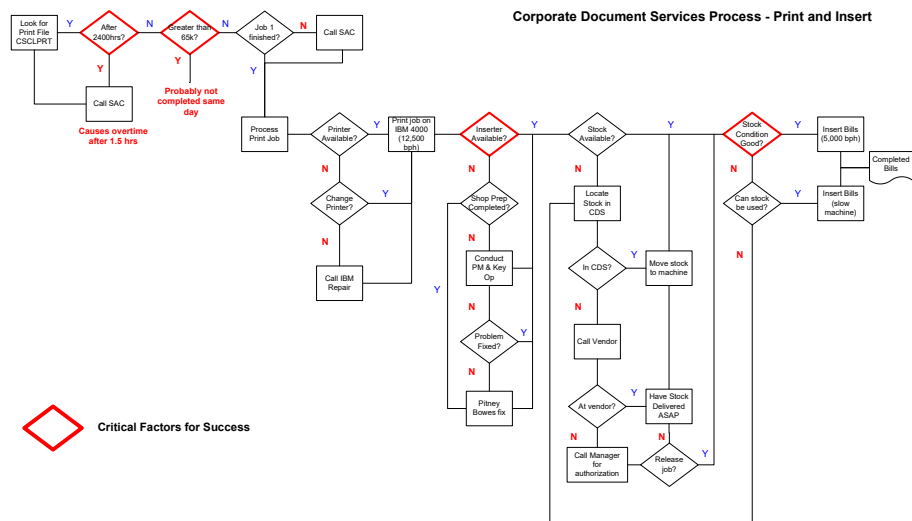


Critical Factors for Success



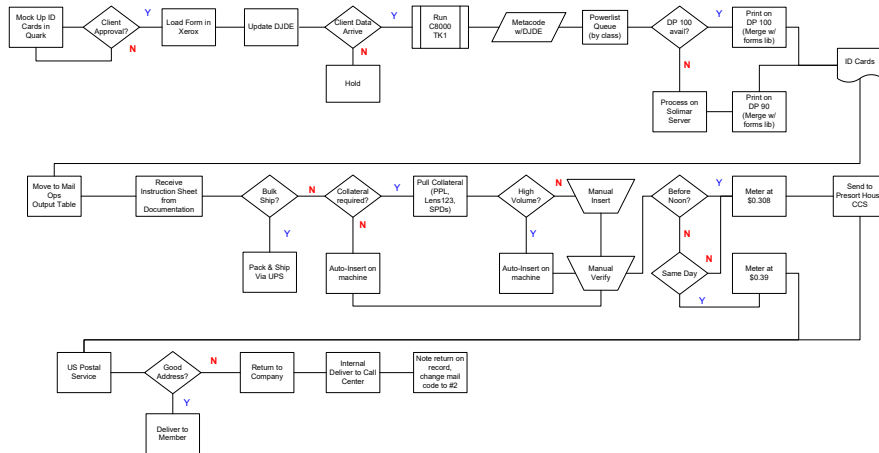
Communication during the process.

Communication



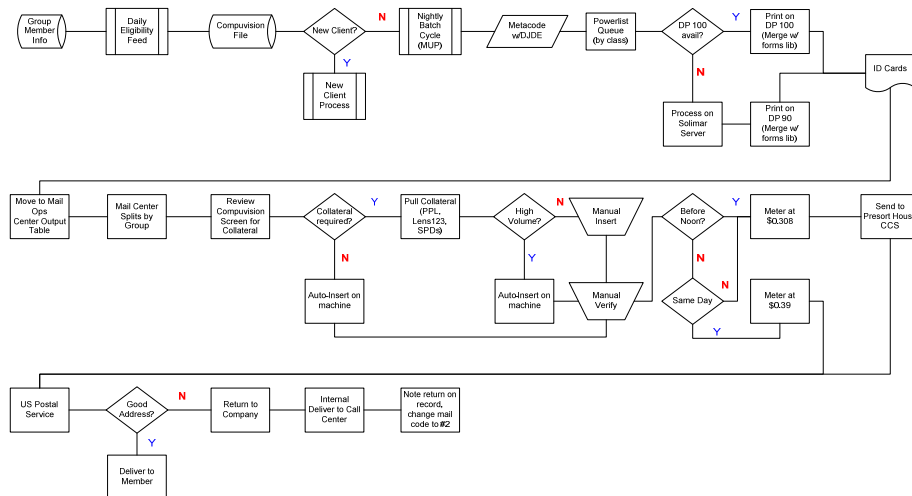
Why?

ID Cards Processing – New Group



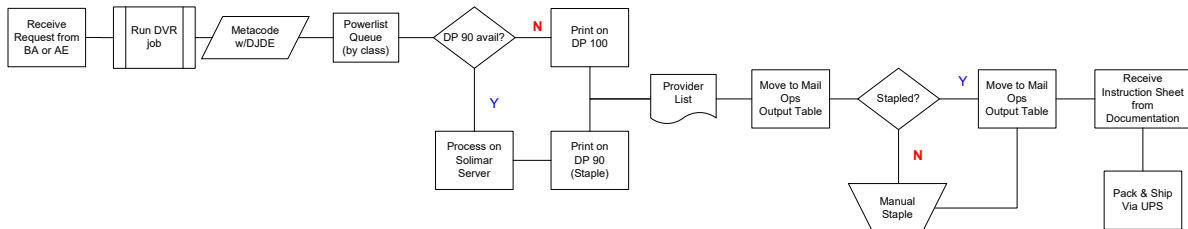
Why?

ID Cards Processing – Nightly Batch



Why?

Provider List – Non-Personalized



Why?



Overcoming Barriers to Success

What Now?



Workflow

- Outside the box and inside the loop.
- Ask the right questions to the right people.



- What if?
- Critical factors for Success.
- Communication during the process.



Questions?

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About The Berkshire Company

An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 75 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

Learn more at: www.berkshire-company.com

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Quality Control in Mail Center Operations

Presented to:
2018 Mailers Conference

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Overview

- What is Quality Control
- Why implement Quality Control
- Quality Control Team
- Establishing a Quality Control Program
- Quality Control and Quality Assurance
- Quality Control Tools
- Measuring Success
- TQM, Six Sigma and ISO 9000
- Roadblocks and Barriers
- Innovation and Quality Control



Quality Control: What is it?

- Process to review production
- Review includes:
 - Controls
 - Job Management
 - Performance
 - Integrity
 - Records



Why Quality is Important

- “Good enough” isn’t good enough
- Meet customers’ expectations
- Help employees improve performance



Goals of Quality Control

- Ensure products or services meet standards
- Requirements are reviewed for:
 - Dependability
 - Acceptability
 - Fiscal responsibility



Goals of Quality Control Team

- Identify products or services that don't meet standards
- Additional responsibilities:
 - Halt production
 - Notify management
 - Notify customer



Quality Control Team Members

- Choose from multiple levels
(e.g., line, management)
- Choose from multiple disciplines
(e.g., operations, customer service)
- Have desire and aptitude for improvement



Quality Control Program Parameters

- Can't test everything
- Identify key standards
 - Past errors
 - Customer complaints
 - Automated tests

Correcting Errors

- **NOT** the responsibility of the QC team!
- Different levels to be corrected:
 - Immediate error – Operator
 - Training error – Supervisor
 - Systematic error - Management

Establishing a Quality Control Program

- Document the existing process
- Identify specific objectives of the program
- Establish policies and procedures
- Map out and validate the QC process



Quality Control and Quality Assurance

- Quality Control – identify and detect errors
- Quality Assurance – evaluate and improve process
- Important that management team understands the difference



Quality Control Tools

- Standard Operating Procedures (SOPs)
- Process maps
- Checklists
- Quality Control and Change Control documentation
- Reporting system



Documenting Quality Control Results

- Measurements:
 - Number and percentage of errors
 - Operator productivity
 - Costs
- Periodic Reviews



Quality Control – What's Acceptable

- 100% - Must be the goal
- Weigh goals, costs and results
- Risk and probability of "worst case"

Quality Control and Testing

- Establish standards and specifications
- Develop test cases of probable errors
- Test production process
- Test quality control process and results

TQM, Six Sigma and ISO 9000

- Total Quality Management – TQM. Management philosophy on continuous improvement.
- Six Sigma – TQM, with additional emphasis on project management.
- ISO 9000 – standards and guidelines for quality systems as set by International Organization for Standardization



Six Sigma, Projects and DMAIC

- **D**efine – Your project
- **M**easure – Your current process
- **A**nalyze – Gather data for determining causes
- **I**mprove – Address and eliminate root causes
- **C**ontrol – Develop ongoing monitoring program



Implementing Quality Control

- Plan
- Execute
- Evaluate
- Measure and Monitor
- Adjust



Quality Control: Only for Production?

- Quality Control works anytime
 - that there is a process
 - that there is a measurable result
 - that there is opportunity for error



Quality Control Roadblocks

- "Error-free isn't possible, so why try?"
- "Quality Control costs too much."
- "Quality Controls slows down production."
- "Nobody really cares."



Overcoming Roadblocks

- Explain competitive environment.
- Demonstrate true costs of errors.
- Measure “re-work” times.
- Share feedback from customers.



Quality Control & Innovation

- Quality Control is based on consistent output through consistent practices
- Innovation is based on improving output by changing practices
- Both are critical to long-term success



Quality Control & Innovation

- Promote innovative ideas at all levels
- Control changes through testing outside production
- Document changes and train all employees
- Celebrate successes!



Questions?

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