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MARCO MAGGIO
Vice President – Strategic Practices
Konica Minolta /All Covered



Marco is the VP Strategic Practices and oversees the cloud, legal, finance, education and healthcare practices within Konica Minolta's IT Services organization. Marco has held executive leadership positions at organizations such as Lanier, Mosaic, Ricoh and Hewlett Packard before joining Konica Minolta and is a regular speaker for legal industry associations and a regularly published author for technology relevant to key vertical industries.

Impactful & Favorite Quotes:
"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."
(Sun Tsu)

"There's nothing you can know that isn't known; Nothing you can see that isn't shown; There's nowhere you can be that isn't where you're meant to be; It's easy All you need is love."
(Lennon & McCartney)

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ANN GORR, IGP
Legal Technology Consultant/
Information Governance Strategist
ANN GORR, LLC
WIIM-LC Co-Chair (2020 - 2022)
WIIM-LC Member (2018-2019)

AIIM Related:
Member of AIIM since 2013
WIIM Co-Chair (2020-2022) | Leadership Council (2018-2020),



Expertise & Experience:
Information Governance Strategy, Delivery, & Design; Change Management, Process Management & Best Practices for Legal

Impactful & Favorite Quotes:
"It's so much easier to be kind than it is to be mean. So just be nice – It doesn't cost you anything!"
(Mary Stella Conroy Eyler – my grandmother!)

Everyone has a plan until they are punched in the face.
(Mike Tyson)

"Do The Right Thing – ALWAYS!" *(Ann Gorr)*

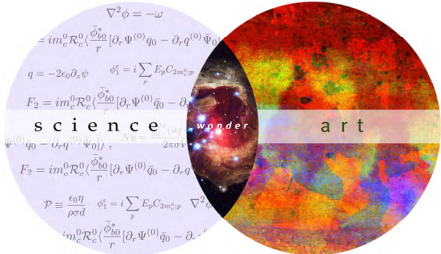
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EFFECTIVE BUSINESS COMMUNICATION



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Understanding Your Audience!











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BASIC COMMUNICATION STYLES

<ul style="list-style-type: none">• Goal Oriented• Speaks Crisply/Blunt• Quick Decisions• On the Go• Intimidating?  DIRECTOR	<ul style="list-style-type: none">• People Oriented• Thinks Out Loud• Speaks rapidly• Easily Excited• Imprecise?  EXPRESSER	<ul style="list-style-type: none">• Task Oriented• By the Book• Speaks Deliberately• Right Way & Wrong Way• Procrastination?  THINKER	<ul style="list-style-type: none">• Relationship Oriented• Sensitive to others• Speaks Softly• Avoids Conflict• Over-committal?  HARMONIZER
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SPEECH PACE	Quick	Quick	Even - Slow	Even - Slow
DETAIL	10,000'	10,000'	5,000' - 1,000'	5,000' - 1,000'
QUESTIONS	Close Ended	Close Ended	Mix	Open Ended

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Which Style?

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Speech	Opinionated	Questioning	Right or Wrong	Good or Bad
Body Language	Fast Moving, Dynamic	Poised	Tentative, Cautious	Relaxed
Eye Contact	Direct	Indirect	Distant	Inviting
Response to Crisis	Risk Taking	Risk Averse	Analytical	Empathetic
Total				
	Assertive	Probing	Factual	Feeling

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Which Style?

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Speech	Opinionated	Questioning	Right or Wrong	Good or Bad
Body Language	Fast Moving, Dynamic	Poised	Tentative, Cautious	Relaxed
Eye Contact	Direct	Indirect	Distant	Inviting
Response to Crisis	Risk Taking	Risk Averse	Analytical	Empathetic
Total	3	0	1	2
	Assertive	Probing	Factual	Feeling

If a person is:		Style Is:
Assertive & factual	=	Director
Assertive & feeling	=	Expresser
Probing & factual	=	Thinker
Probing & feeling	=	Harmonizer

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WHO'S MOST IMPORTANT?

• The WHY is always going to be important no matter what you pitch, but the WHAT'S IN FOR THEM is critical.

☐ YOU

☒ THEM







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What Is Value!




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- the monetary worth of something
- a fair return or equivalent in goods, services, or money for something exchanged
- relative worth, utility, or importance a good *value* at the price the *value* of base stealing in baseball had nothing of *value* to say
- something (such as a principle or quality) intrinsically *valuable* or desirable sought material *values* instead of human *values*—*W. H. Jones*
- a numerical quantity that is assigned or is determined by calculation or measurement



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Sources of “Value”?



Increase

- Revenue
- Profit
- Growth
- Market Share
- Retention
- ROI or ROA
- Efficiency
- Cash Flow
- Visibility

Create

- Strategy
- System
- Process
- Business
- Product
- Service
- Brand

Improve


- Productivity
- Process
- Service
- Information
- Morale
- Image
- Reputation
- Skills
- Quality
- Loyalty

Reduce

- Cost
- Time
- Effort
- Complaints
- Risk
- Turnover
- Conflict
- Paperwork

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LEAD WITH PERTINENT STATISTICS



- AIIM
- ARMA
- IAPP
- ILTA
- Gartner
- Forrester
- ABA
- (Your Industry Association)

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STRATEGIES FOR A SUCCESSFUL
PITCH PERFECT MOMENT

Understanding Your Team's Culture

Develop/Define/Refine the Proposed Process

Find a Supporter/Ally in Management

Evangelize within the Organization

Take Off the Tech Hat –
Replace with Marketing & Sales Cap



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PRACTICING FOR THE PITCH PERFECT MOMENT

Prepare That Elevator Pitch

Know Your Audience – WIIFM

Leverage Vendors/Partners for Success Stories

Network with Other IT Professionals for
Additional Input/Options

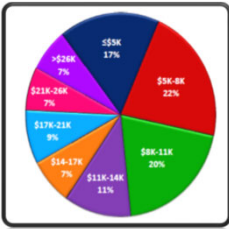
Show & Tell Time – VISUAL IMPACT





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INCORPORATE SUPPORTING STATISTICS
WITHIN THE EXECUTIVE PRESENTATION




- Small to Medium Firms Budget reflects \$5K - \$17K per Attorney Average
- Our Team's Proposed Budget = \$10K per attorney




** ILTA/Insider Legal Technology Purchasing Survey

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TCO & ROI
Statistics and Models

- Costs Savings
 - Hard & Soft Costs
- TCO Models
 - On Premise
 - Cloud
 - Hybrid Models
- Vendor Resources
 - Can Assist with this Process



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PRODUCTIVITY / COST SAVINGS APPROACH				
Productivity (Searching Based)	Partners (6 Minutes)	Associates (12 Minutes)	Paralegals (12 Minutes)	Support Staff (30 Minutes)
Number of People	26	10	9	48
Lost Time / day/(hours)	0.1	0.2	0.2	0.5
Number of days / year	250	250	250	250
Amount of lost hours / year	650	500	450	6000
Hourly Rate	\$390	\$345	\$107	\$25
Lost productivity & billing/year	\$253,500	\$172,500	\$48,159	
Internal efficiency savings/year				\$150,000
Overall Conservative Savings		\$624, 159		



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Illustrate Potential
Risk
Factors

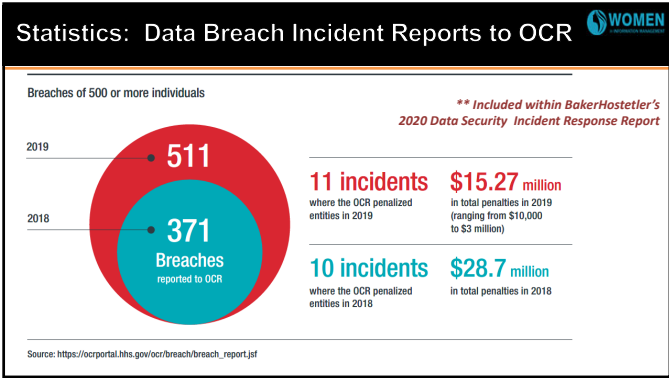


A Key
"Pitch Perfect"
Presentation Point

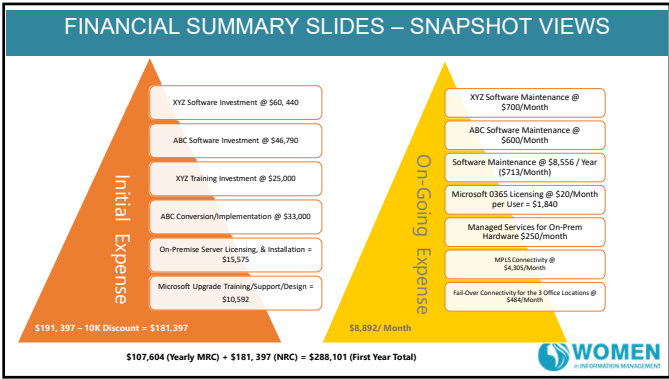


- ✓ "You Really Don't Know What You Really Don't Know"
- ✓ Eliminating Reputational Risk Issues
- ✓ Potential Risk within Organization's Current Tech Environment
- ✓ Risk Statistics from Industry Leaders

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PAINTING A "PITCH PERFECT" PATHWAY FORWARD

How Do We
GET THERE
FROM HERE?

✓ Know the Players & Culture

✓ Do Your Homework

✓ Solutions Stats Slides

✓ Purchase & Implementation Timeline

✓ Required Resources

✓ TCO and Funding Sources

✓ Benefits/ROI

✓ Set Expectations

✓ End on Positive Note

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Putting Your
Best Foot
Forward:
Pitch Perfect

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Putting Your
Best Foot Forward:
Pitch Perfect

MARCO MAGGIO

KONICA MINOLTA / ALL COVERED

Vice President - Strategic Practices

ALL COVERED

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ANN GORR, LLC | "THE JERSEY SHORE"

Legal Technology Consultant &
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WIIM Leadership Council Co-Chair

JESSICA MARLETTE, Esq. / CIP

WHITE & CASE, LLP | FLORIDA OFFICE

Information Governance Counsel

Chair – WIIM Leadership Council
Program Moderator

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GETTING INVOLVED 

✓ Look for Monthly WIIM Webinars

✓ WIIM Circle – Small Group Roundtables

✓ Quarterly “Conversations on the Couch” – Success Stories

✓ Reach out to WIIM Leadership Council Members for more info



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2020 WIIM-Leadership Council



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White & Case, LLP



MARIA RICHARDSON
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LORELEI CHERNYSHOV,
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GEORGINA CLELLAND, CIP
Chief Operating Officer, AIIM



AMY HARRELSON
Records Management
& Information Consultant



LAURA DOWNEY, Ph.D., CIP
Immediate Past Chair 2018-2020
Applied Architecture – T&S A.

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SUPPORTING THE
ENDEAVORS OF THE
WIIM COMMUNITY



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