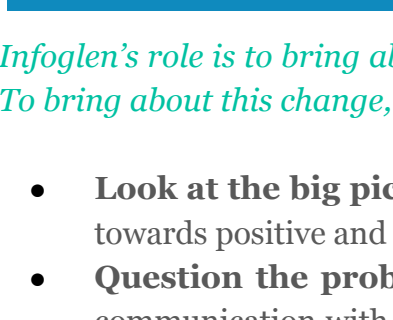


# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak



**Haroon Ahmad**  
Co-founder & CEO

### The 'Change Mindset'

In this world, the strength of an organization, like that of an individual, is measured by what it gives, rather than what it receives. What it receives is only a result (sometimes skewed) of what it gives, and the value it provides to the world.

So the question to ask ourselves is, what value do we, at Infoglen, add to the lives of people and organizations that directly impacts our business worth?

*Infoglen's role is to bring about positive and transformative change for the clients and partners it works with. To bring about this change, each member of Infoglen needs to adopt the 'Change Mindset'*

- **Look at the big picture.** Approach each project, each deliverable as a step in bringing the client closer towards positive and sustainable change for their business
- **Question the problem.** Do not start by trying to solve the problem, but by re-examining it in close communication with your client. This will offer deeper insight into the client's needs and goals, and help make the change simple and organic for the client
- **Use processes that help stay in sync with the client.** These allow a collaborative way of project management where work progress is shared at regular intervals with the client. Use each review & feedback from the client as a green signal or a moment of discovery to drive change in the right direction
- **Time yourself.** Deliver the right kind of change in the right amount of time which is most impactful for your client and achievable for you
- **Be empathetic.** Not just towards the needs of the client but the end users, who should be equal beneficiaries of the change you're bringing about

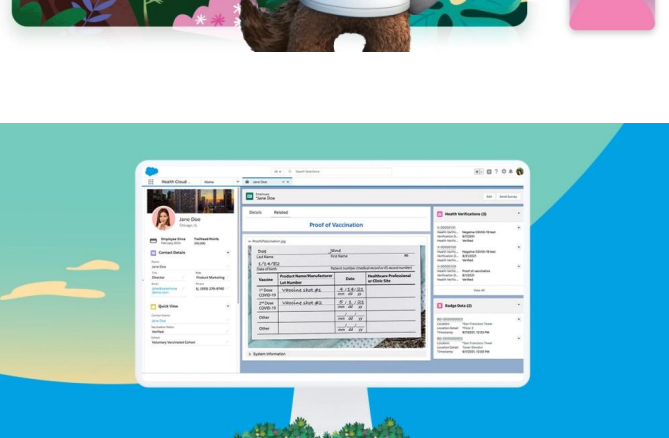
It is imperative that we keep the end impact in mind. Let's take the example of the Performance Management System that our Business Systems Engineering (BSE) Team is designing and deploying for Infoglen. For the performance management system to be impactful, the BSE team would need to keep in mind that streamlining the process of performance management can mean significant and positive change for the overall business of the organization. When the process would be smoother for each user, team leaders & members will be able to set and achieve goals with transparency & ease, how teams work would be transformed, and consequently, employees' overall experience & performance would improve.

Keeping the final goal in mind is crucial, but it is equally important to stay connected while taking smaller steps along the way. Now, imagine a project where an initial understanding has been achieved successfully and the team feels confident about knowing the client's needs and the problem at hand. Based on this understanding, a solution is deployed and presented to the client, close to the end of the project timeline. However, after receiving feedback from the client, the team realizes that the solution has to undergo multiple rounds of iterations pushing the project timeline and budget beyond what was agreed upon. The team then has to struggle to rework a solution and undo a lot of the work it had put in. This could have been easily avoided if the team had been in sync with the client's needs at all stages and followed the right methodology.

To be able to achieve change and to measure what value we are adding, we need to clearly and comprehensively understand the client's business, what success means for the client, and what kind of change will bring it closer to its goal. Then, we need to ensure that whatever services we are offering are contributing significantly and strategically towards that change. *That's when we have maximum chances of sustained growth and long term success, and bring about the Transformative Change we are committed to.*

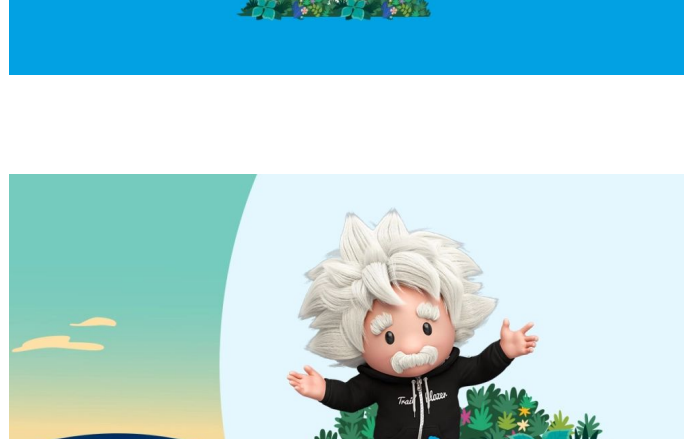
Jointly written by Haroon Ahmad and Aamena Ahmad, Associate Consultant - Content.

## Salesforce News Feed



Salesforce is now a Net Zero company, as it has achieved 100% Renewable Energy across operations and expanded Net Zero across all value chains. It has launched Sustainability Cloud 2.0 to help its customers reach their climate sustainability goals.

[Read more](#)



Salesforce launched Health Cloud 2.0 to enable businesses and governments provide better healthcare services in all kinds of ecosystems - digital, on-site, and off-site.

[Read more](#)



A new study by IDC reported that Salesforce and its ecosystem of partners will create 9.3 million new jobs and \$1.6 trillion in new business revenues worldwide by 2026, with the Salesforce partner ecosystem predicted to grow to become six times the size of Salesforce.

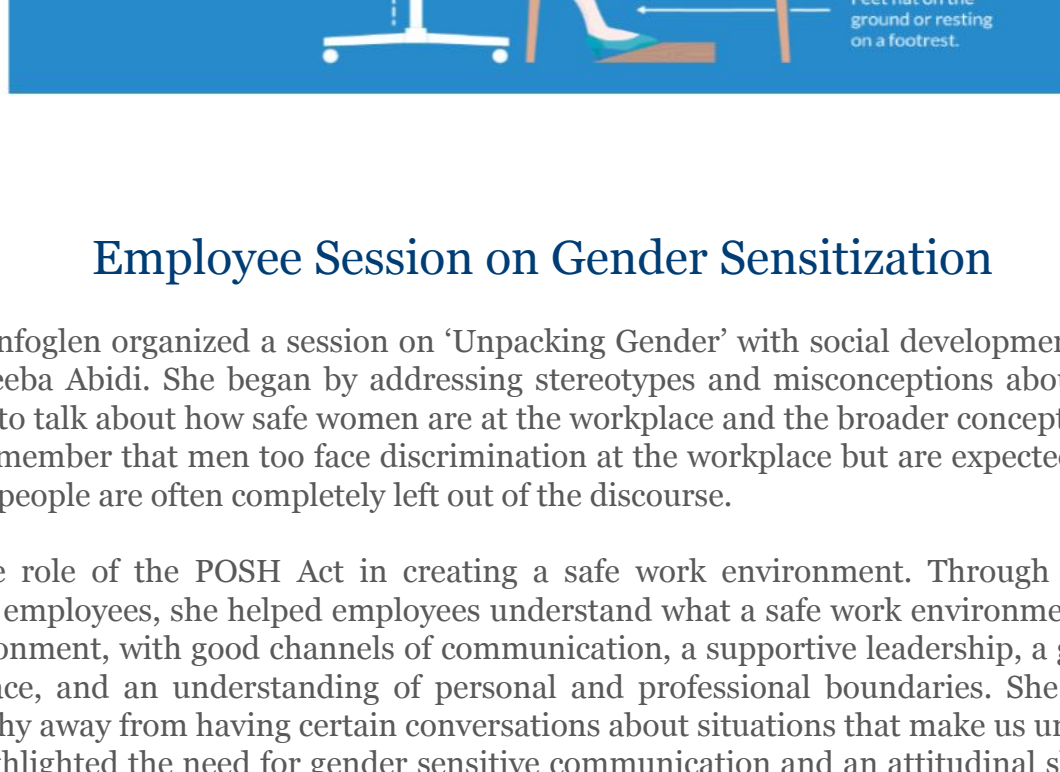
[Read more](#)

## Latest News @ Infoglen

### Employee Session on Office Ergonomics

Move, Stretch and Relax!

On september 29, Infoglen organized a session on office ergonomics to promote fit working environment, remind employees about the importance of working in a right posture and learn more about repetitive stress injuries, musculoskeletal disorder and fatigue syndrome. Here's the correct sitting posture while working as suggested by the ergonomics expert Dr Minakshi Fullara.



### Employee Session on Gender Sensitization

On 6th October, Infoglen organized a session on 'Unpacking Gender' with social development professional and gender expert Sheeba Abidi. She began by addressing stereotypes and misconceptions about working women before moving on to talk about how safe women are at the workplace and the broader concept of gender equality where we must remember that men too face discrimination at the workplace but are expected to put up a brave front, while trans-people are often completely left out of the discourse.

She explained the role of the POSH Act in creating a safe work environment. Through several interactive exercises with the employees, she helped employees understand what a safe work environment would look like: an inclusive environment, with good channels of communication, a supportive leadership, a grievance redressal mechanism in place, and an understanding of personal and professional boundaries. She stressed that it is important to not shy away from having certain conversations about situations that make us uncomfortable at the workplace and highlighted the need for gender sensitive communication and an attitudinal shift. She ended the session with a quiz to test the knowledge of employees on the POSH Act.

## Poll Power

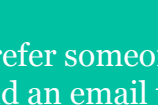
Infoglen conducted an open-for-all survey on LinkedIn to understand what organizations look for when selecting a Salesforce Consulting Partner and on which parameters should consulting partners aim to score high. The results are out:



## Opportunities @Infoglen



Sales Manager



Inside Sales Rep



Developer



Delivery Manager

Want to refer someone for any of these positions?  
Send an email to [charli@infoglen.com](mailto:charli@infoglen.com)

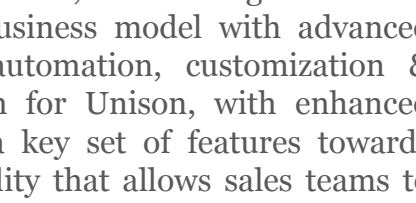
## Upcoming Webinars & Events by Salesforce

[Click to know more about the webinars!](#)

S. No.	Topic	Date	Time	Registration Link
1.	Feel Secure About Your Data with Salesforce	20 Oct	11:30 PM IST	<a href="#">Click here</a>
2.	Grow Your Business Across Channels with Customer-Centric Order Managements	21 Oct	08:30 PM IST	<a href="#">Click here</a>
3.	Pardot Winner '22 Release Highlights: Extend the Power of Pardot	21 Oct	09:30 PM IST	<a href="#">Click here</a>
4.	Marketing Cloud October 2021 New Feature Overview	28 Oct	09:30 PM IST	<a href="#">Click here</a>

## What's Hot @ Infoglen

### Infoglen transformed Unison's business with a smoother cloud-based CRM solution, leading to increased business opportunities by 74%



Infoglen led the digital transformation of Unison Site Management, the leading real estate company in the United States, by building a more scalable business model with advanced Salesforce solutions. Infoglen employed a combination of automation, customization & out-of-the-box features, that led to a more productive system for Unison, with enhanced capabilities to perform real-time activities. Infoglen actioned a key set of features towards Unison's business transformation like building a map functionality that allows sales teams to locate the site for business prospects, queue management, document & segregate leads using filters, CTI integration with Salesforce, automated calculations, management and much more.

## What's Hot @ Salesforce

### Dreamforce: Recap



Enthusiastic trailblazers & techies, interactive hybrid sessions, and some live music marked Dreamforce 2021 with the global theme "Success Anywhere, Salesforce Everywhere". Although the Dreamforce 2021 experience wasn't quite the global extravaganza it usually is, due to the prevailing situation, yet the huge audience watching the event online and 1000 lucky attendees at San Francisco made the event arguably more global than ever. Here are some of the key highlights from Dreamforce 2021:

- **Salesforce Plus Live Stream:** Salesforce Dreamforce 2021 was streamed live on Salesforce plus, also known as the 'Netflix for salesforce enthusiasts'
- **Salesforce Health Cloud 2.0:** Salesforce announced a newer & better health cloud solution for a hybrid future - enabling online, onsite and in-person communications
- **Sustainability Cloud 2.0:** Salesforce launched Sustainability Cloud 2.0 to help customers reach Net Zero faster, empower organizations to track & reduce their carbon emissions and become a sustainable business
- **Digital Headquarter:** Organizations can create their digital headquarters by integrating Slack across various Salesforce products & industry solutions with increased collaboration across organizational boundaries and empower teams to embrace asynchronous working
- **No More Process Builders:** Salesforce is making flows as the stop solution for low code automatics. The support tool to migrate workflow rules to flows will be released in spring 22' followed by the process builder migration tool in summer 22'

Sources:  
[David K. Liu](#)  
[Salesforce Admins](#)  
[Salesforce](#)