

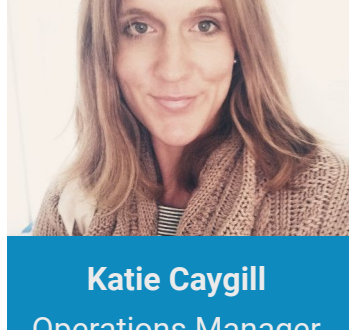
# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak

### Power of the High-Five

Building a positive mindset through everyday habits



**Katie Caygill**  
Operations Manager

I want to start by congratulating everyone for all their work in the last year – We accomplished so much in 2022 and I am so proud and excited for 2023!

The new year has started off without a hitch with five new projects. The sales team has been working hard and it shows! Their hard work shows us that with all the change and uncertainty going on right now in the world, it is important to work hard, stay positive, face our fears, try new things and make connections.

In the past year, I have learnt that sometimes we are the biggest blocker in our own lives and I have realized it more by reading the book, "The High Five Habit" by Mel Robbins. Look her up – she is a great writer and has a podcast too.

In the book Robbins talks about giving yourself a high five in the mirror every morning and saying a mantra like, "I am going to crush it today" or "I got this". This will then increase the connection with yourself and boost your confidence because let's face it – every time we look at ourselves in the mirror we just want to pick out our flaws: "I'm too fat" or "look at my wrinkles, geez!". Think if we flipped it and were more positive with ourselves, what an impact that would make. In the book, they did some research on basketball teams and the team that high fived the most won more games. The high five has so much to do with people feeling connected.

She also talks about how your positive mindset and focus will help you reach your goals. For example, she told people to find one heart per day in a natural setting for a week. So many people sent her pictures of hearts they found. Examples of the hearts they found were of a cloud or a sign on a building. This just shows you that when you are focused and looking, the universe will help you find what you are looking for. So whether you are looking for a change in your professional or personal life, now is the time to do it. Write it down, stay focused, and make your dreams a reality.

## Salesforce News Feed



### Salesforce Recognized as a Leader by Gartner

Salesforce recognized as a Leader in 2023 Gartner Magic Quadrant for Enterprise Low-Code Application Platforms, as it empowers companies to reduce costs and drive efficiency by building apps and workflows faster.

[Read more](#)



### Salesforce to Buy 280,000 MWh of Renewable Energy

Salesforce will be buying 280,000 MWh of renewable energy over the next eight years to increase clean power access in emerging markets, and expected to avoid over 50,000 tonnes of CO<sup>2</sup> emissions annually.

[Read more](#)



### New Members to be Appointed to Salesforce BOD

Salesforce announced the appointment of Arnold Donald, former President and CEO of Carnival Corporation & plc; Sachin Mehra, CFO of Mastercard; and Mason Morfit, CEO of ValueAct Capital, to its board of directors.

[Read more](#)

## Latest News @ Infoglen

### Employee Webinars

#### Essential CPR Techniques



**Dr. Vandana Agarwal**

On February 3, Infoglen organized a webinar on 'Essential CPR Techniques'. As part of this webinar, people learnt how to save someone's life by performing CPR, and make a difference in their community. The session was conducted by Dr. Vandana Agarwal who has more than eight years of hands on experience in dealing with medical emergencies.

Key takeaways from the session were -

- Basics of CPR
- Knowing when and how to perform CPR
- Recommended techniques for performing CPR
- Gaining confidence in performing CPR

#### The Art of Business Storytelling



**Sachin Bhandary**  
Founder  
The Story Co.

On February 10, Infoglen organized a webinar on "The Art of Business Storytelling - Unlocking Your Communication Potential". The session was conducted by Sachin Bhandary, Founder, The Story Co., who along with his team runs training and coaching programs for corporates, and business leaders.

Key takeaways from the session were -

- Stories and their presence in our lives
- The immense power of stories
- Creating big narratives
- Real stories as the real game changer

#### Transforming from Manager to Leader - Unlocking Your Potential



**Kavitha Jale**  
HR Consultant  
Solutions360

On February 17, Infoglen organized a webinar on "Transforming from Manager to Leader - Unlocking Your Potential". The session was conducted by Kavitha Jale, is a certified HR Professional and Consultant at Solutions360, with more than 15 years of global experience.

Key takeaways from the session were -

- Reflecting on managerial and leadership styles
- Examining employee relations
- Adopting effective habits and practices
- Transforming from a manager to a leader.

#### The Art of Appreciation - Fostering a Culture of Gratitude at Workplace



**Hariharan Iyer**  
Founder  
HSSE

On February 24, Infoglen organized a webinar on 'The Art of Appreciation - Fostering a Culture of Gratitude at the Workplace'. The session was conducted by Hariharan Iyer, Founder, Hariharan's School of Success Education (HSSE) – a highly driven professional, creative entrepreneur and truly, an entertainer.

Key takeaways from the session were -

- Strategies for incorporating appreciation into daily work routines
- Understanding of showing appreciation to colleagues and team members
- Building a culture of recognition and gratitude to increase employee satisfaction and retention
- Practical ideas for implementing appreciation initiatives in the workplace

## Project Insights

### Enhancing the Digital Experience of Product Experts in a User Engagement Program

#### Project Background:

Infoglen partnered with a client for its consumer product user engagement program. The client facilitates support communities for its products that are driven by product experts and help solve daily challenges around usage of these products. The vision of the project undertaken by Infoglen is to increase the influx of product experts on the community platform, enhance their engagement levels by mapping them with relevant community managers and create personalized digital experiences for them.

#### Here's a Quick Summary of Infoglen's Implementation:

- Built capabilities for community managers on their designated support platform
- Implemented a process for Marketing Cloud dynamic campaigns targeting product experts
- Built a reporting tool that can create reports & dashboards in Salesforce for historical data
- Moved error prone manual Swag inventory management to semi automated process in Salesforce

[Click here to know more about our Salesforce automation, integration and Cloud solutions](#)

## Upcoming Salesforce Webinars & Events

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

S. No.	Topic	Date	Time	Registration Link
1.	Drive Profitable Growth by Easily Adding Commerce to Every Digital Experience	14 Mar	11:30 PM IST	<a href="#">Click here</a>
2.	Spend Less and Do More with Sales Cloud Unlimited Edition	14 Mar	09:30 PM IST	<a href="#">Click here</a>
3.	Marketing Cloud Spring '23 New Feature Overview	09 Mar	10:30 PM IST	<a href="#">Click here</a>