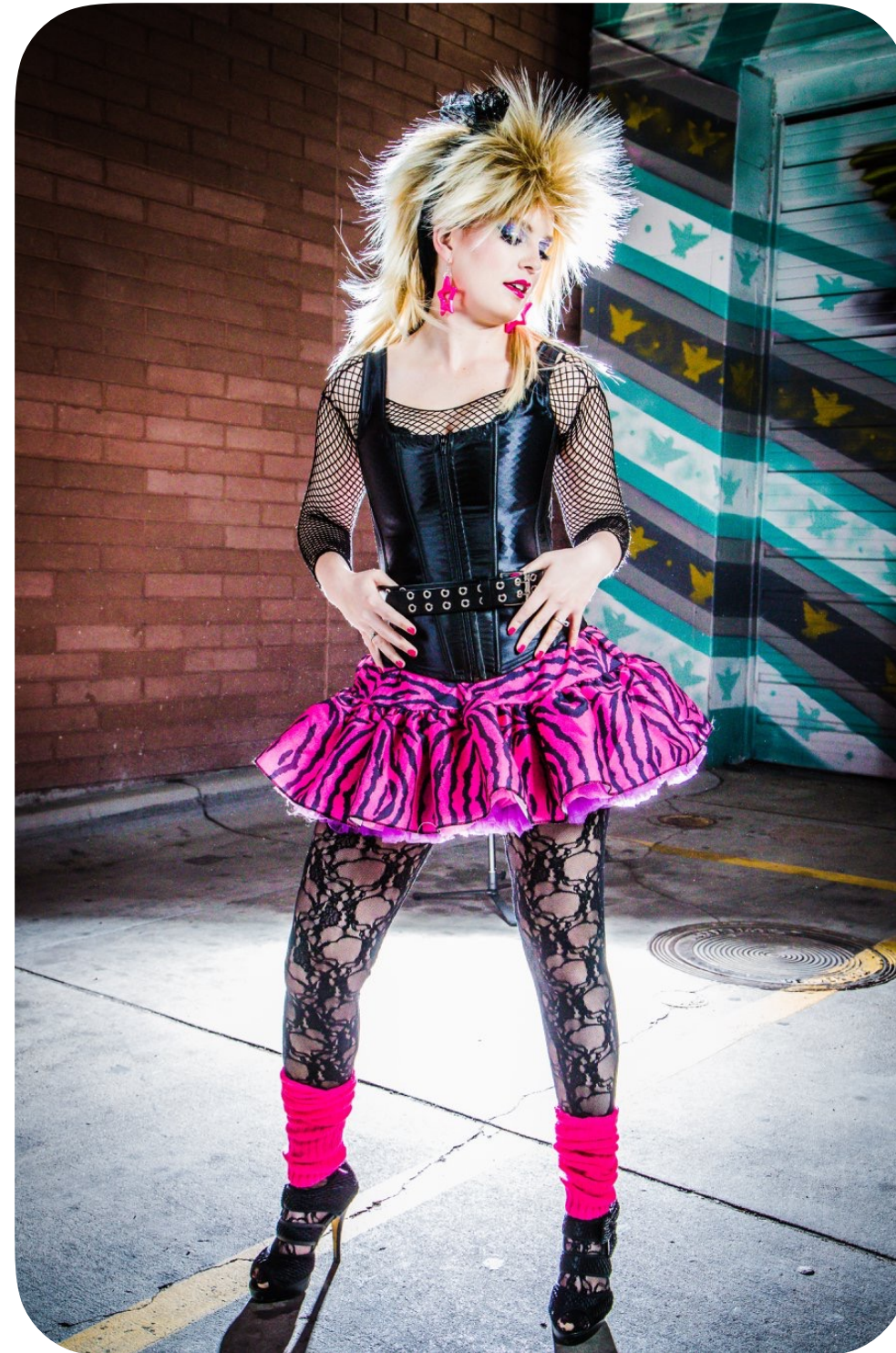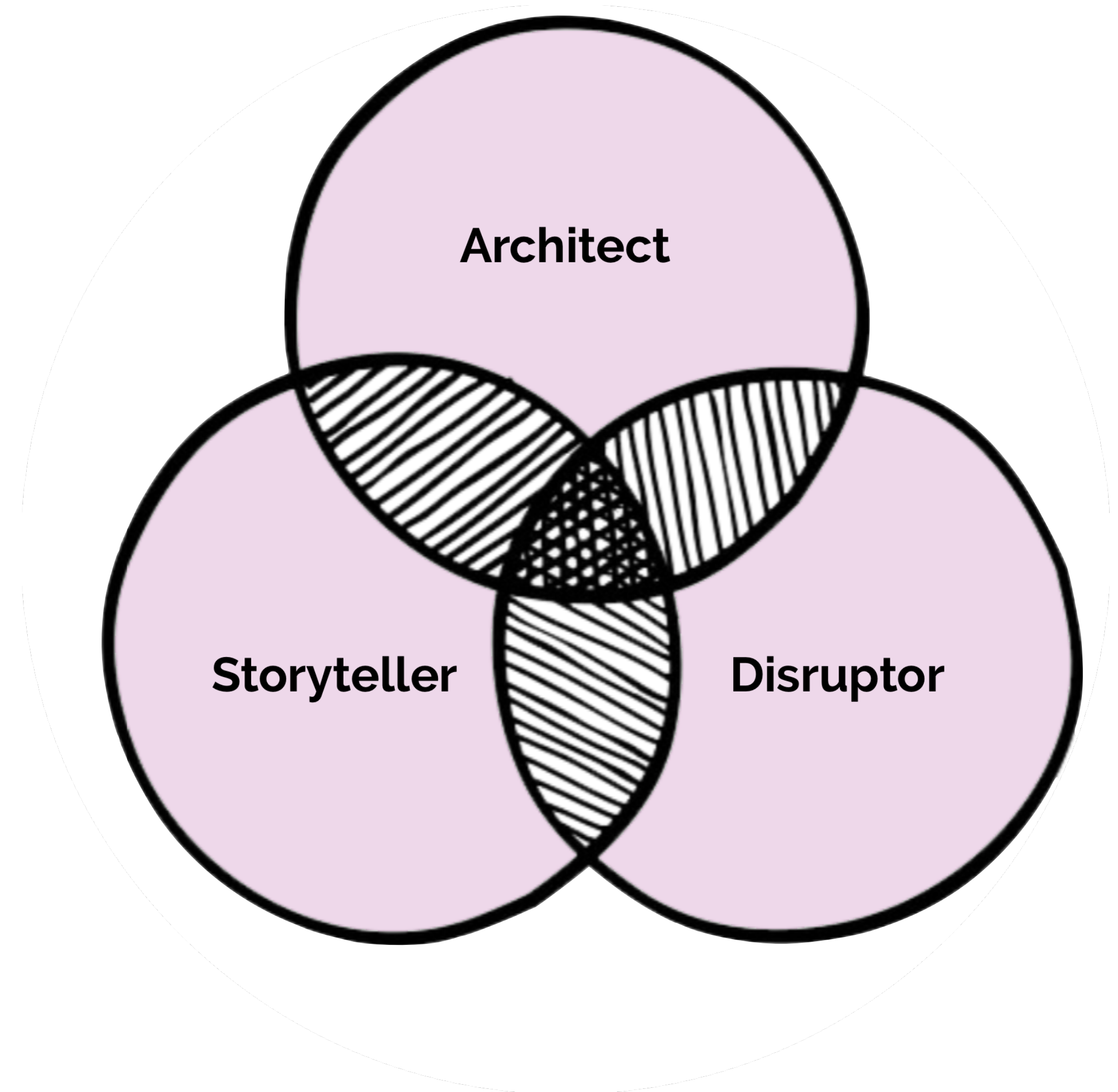# hello!

My name is Katie.

First, a bit about who I am:

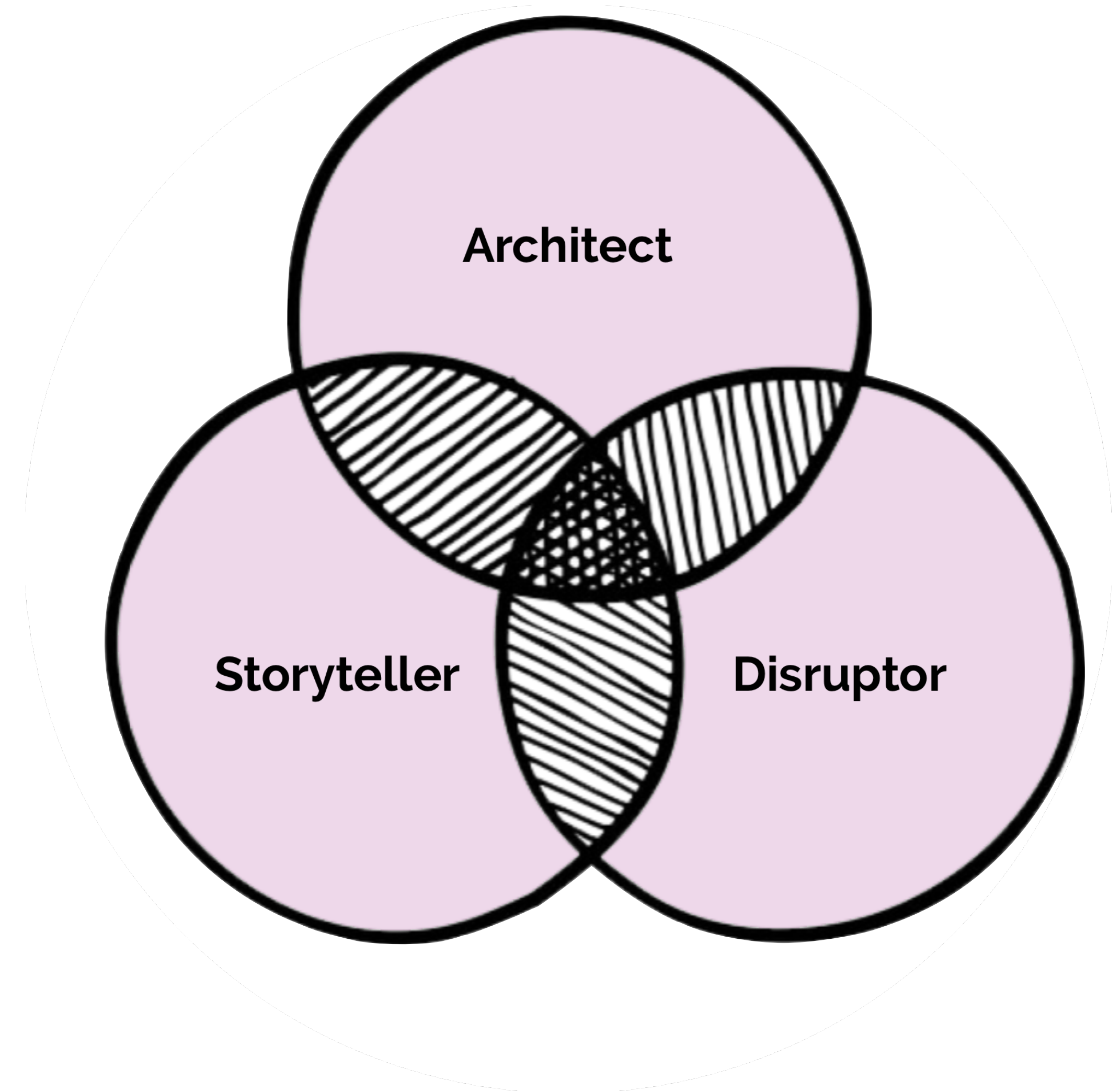I leverage data-rich narratives to align and accelerate teams.

Architect:
Co-founded and run Relays program at Consensys Investments.

Storyteller:
Conducted primary research for 30+ clients in 15+ verticals at EchoUser & Consensys.

Disruptor:
Designed innovation strategy for $750M business unit of Emerson.

Today I'm going to tell you 2 stories:

Global Contextual Inquiry

How a 6-month, international project impacted a Fortune 10 client and defined the rest of my research career.

Blockchain Intrapreneurship

How meta-level research uncovered a pressing need that I solved and battle tested over the course of 8 months.

Global Contextual Inquiry

Role: Lead Strategist, Project Manager, & Researcher

A US-based electronics manufacturer wanted to maximize operational efficiency of their team managers in global tech support centers.

To succeed, they needed to understand:

Call Center Tools

How did proprietary tools support or not support the managers' day to day jobs?

Market Differences

How did different locations and reporting structures affect performance?

Phase 1 Domestic & Remote Research
Phase 2 International Research
Phase 3 Synthesis & Deliverables

Phase 1 Domestic & Remote Research
Phase 2 International Research
Phase 3 Synthesis & Deliverables

We conducted two 5-day sessions in California with 10 managers each. We also ran 10 remote sessions with managers in Japan.

We confirmed the need for an international study, and reduced scope of the project by 40% based on Phase 1 findings.

Phase 1 Domestic & Remote Research
Phase 2 International Research
Phase 3 Synthesis & Deliverables

The international study was designed to catch cultural differences and localization issues, specifically regarding translation.

We covered three world areas, each with an in-house and vendor site, to ensure adequate coverage.

Global Contextual Inquiry

6 Global Call Centers Visited

We sat with **64 Managers** in total.

We typically sat with each Manager for **4 hours**.

We visited sites **throughout the month** to see differences.

Dublin, Ireland
11 Managers

Sacramento, CA
12 Managers

Bakersfield, CA
10 Managers

Berlin, Germany
11 Managers

Japan (remote)
10 Managers

**Tokyo, Japan**
10 Managers

Across the board, managers were overloaded by company process.

Though process was developed to maximize efficiency, the purpose and pride of managing was getting lost in the paperwork.

Using surveys and on-site observation, we mapped out the manager's process, months at a time.

Simple, quantitative visuals viscerally demonstrated to the client just how little the managers actually got to manage.
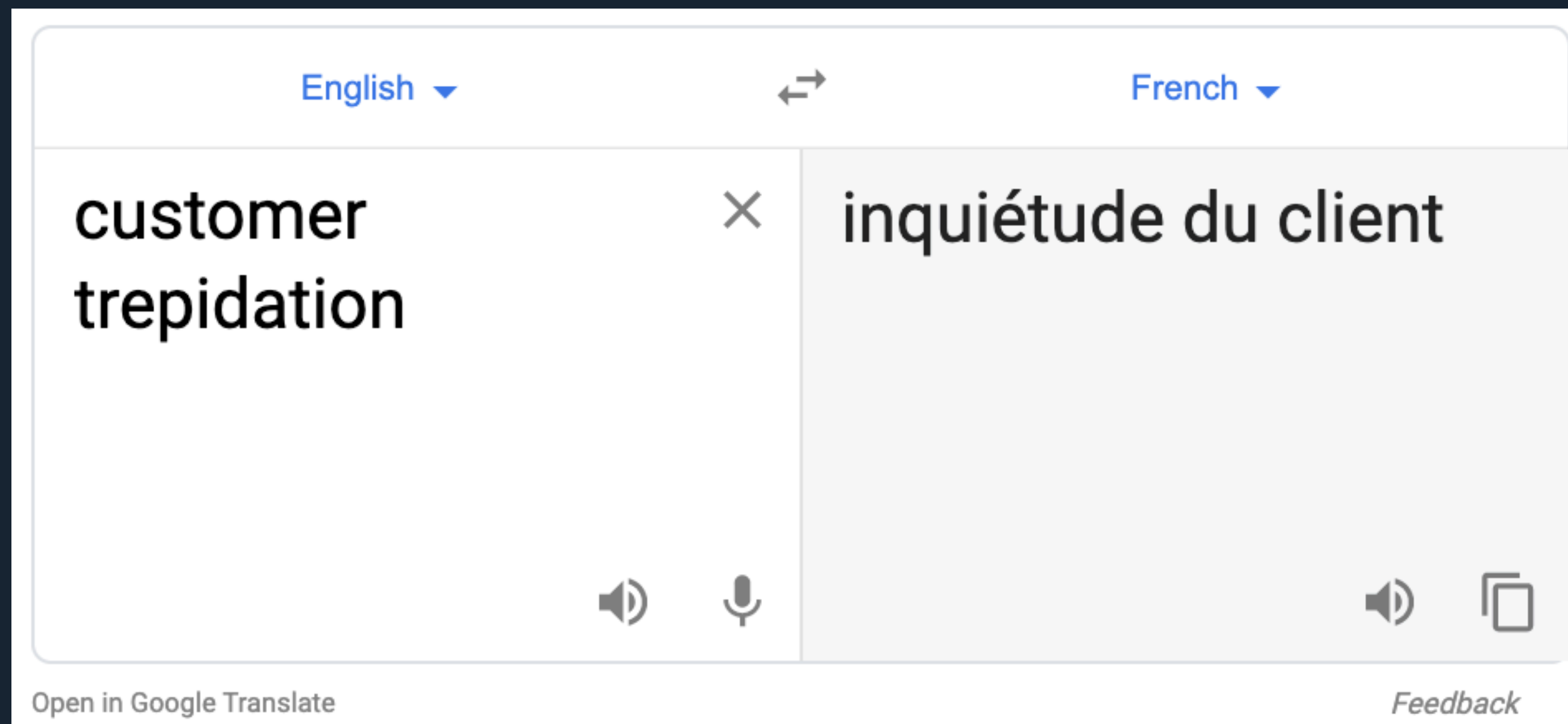
Time Spent Over a Month by Team Managers

Coaching

Coaching Admin

HR Tasks

Email

Meetings

Reporting

Projects

Training
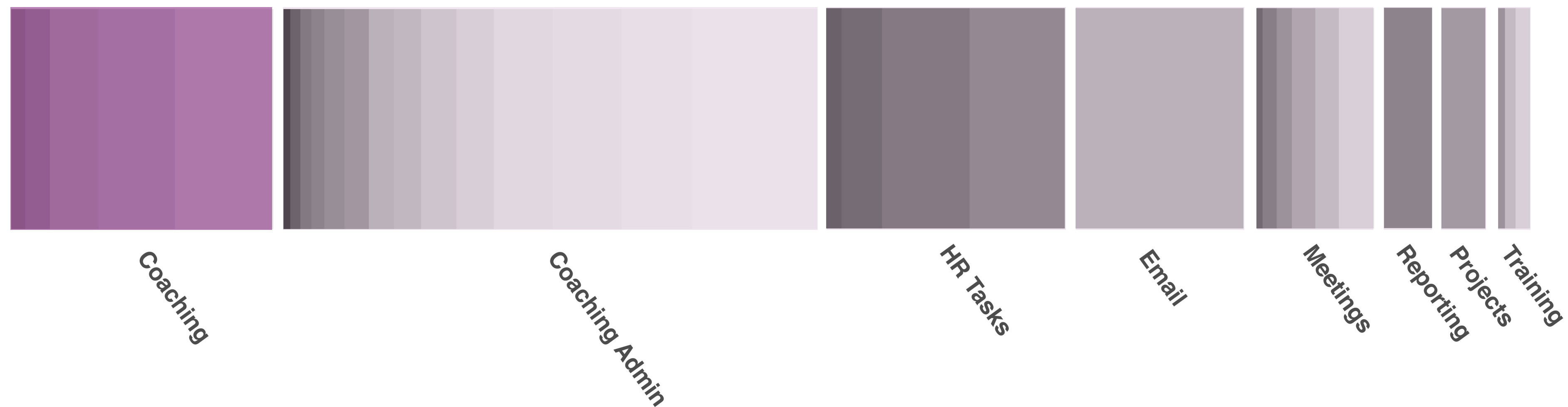
We heard each manager's pain first-hand and delivered direct quotes to the client through powerful, evocative imagery.
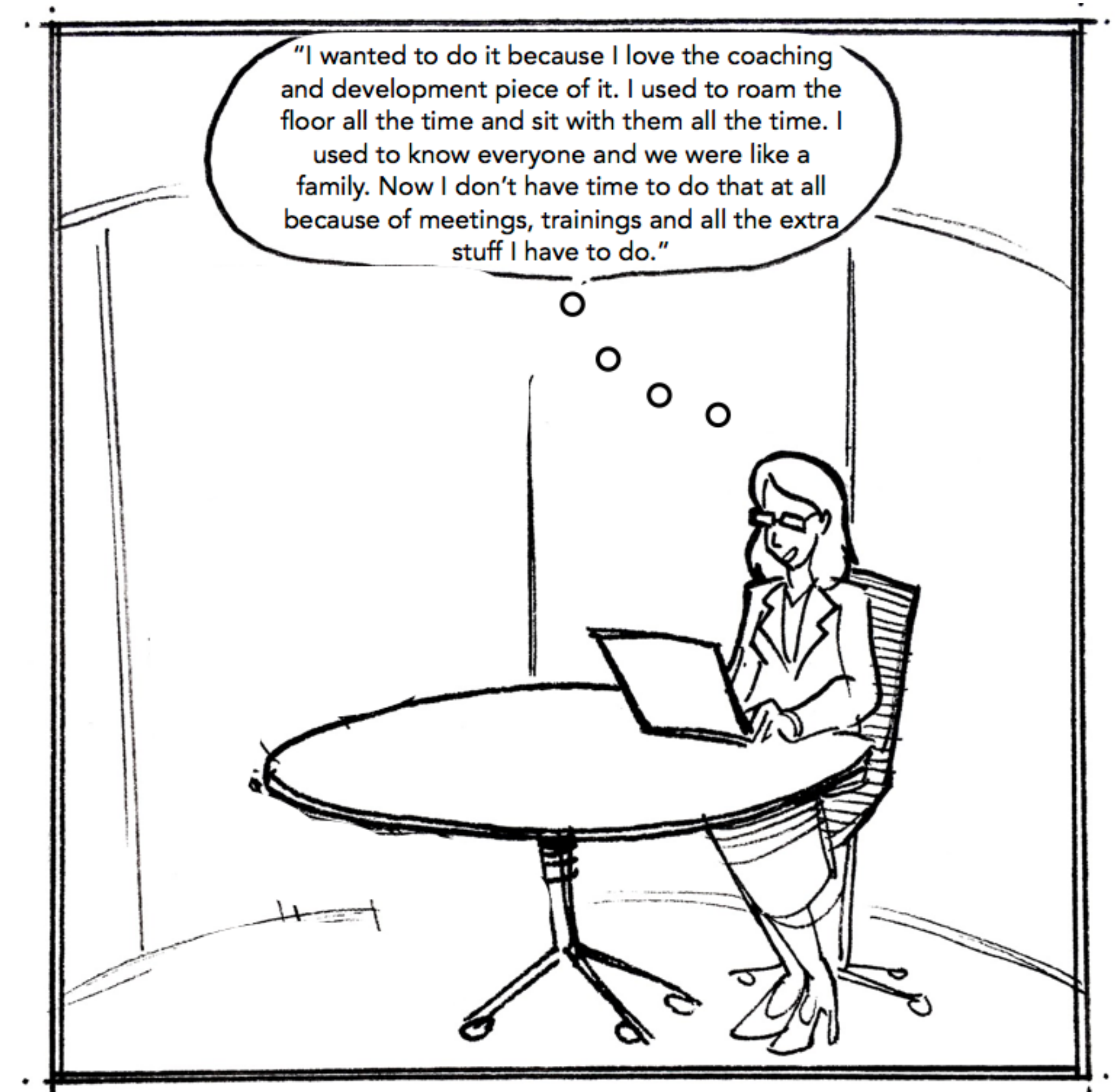
Bad localization was a major point of friction & alienation for the international managers.

Localization wasn't just a problem, it was negatively impacting the entire business.

Managers were entering bad data, jeopardizing intel, and incorrectly using or abandoning tools entirely.

Phase 1 Domestic & Remote Research
Phase 2 International Research
Phase 3 Synthesis & Deliverables

Global Contextual Inquiry

I designed a process where the client confronted assumptions head-on and developed and prioritized implementation plans.

The process empowered them to take ownership of the final deliverable, maximizing impact in the organization.

By combining fresh perspective with the client's internal expertise, we identified 3 strategic areas to explore.

These were shared with the global head of the vertical, leading to immediate implementation across multiple teams.

Three initiatives enacted:

Re-examine and redefine the Team Manager role to focus first and foremost on coaching.

Conduct a time on task study to fully understand time Team Managers spend on admin duties.

**Identify, prototype, and build tools** that better support the Team Managers in their jobs.

Two and a half years later, a new tool called "Insight" helps managers conduct Root Cause Analysis using Machine Learning. It is localized in 5 languages.

"It's the best TM program we've ever developed. Period."
— Head of Program, March 30, 2020

Blockchain Intrapreneurship

Role: Co-Founder, Program Director, Researcher
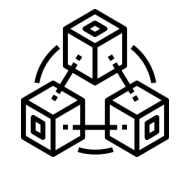
In the first year at Consensys, I supported 20+ companies in 7 verticals, including identity, fintech, corporate travel, aerospace, media, future of work, and real estate.
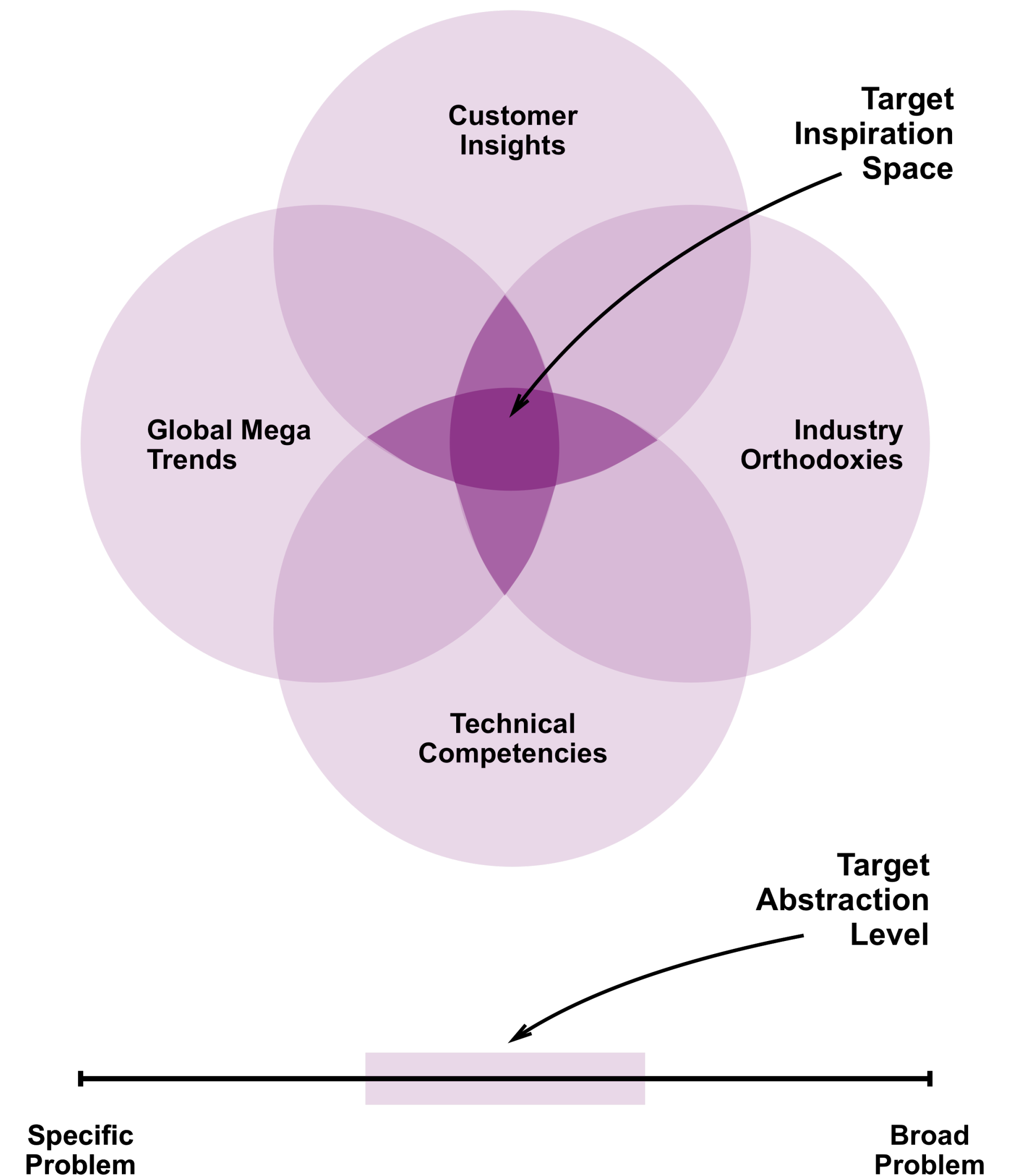
I made the most impact on early-stage teams finding product market fit with an MVP.

After 12 months, I saw an opportunity to create a top-of-funnel program that provided proprietary deal flow and valuable upside to Consensys Investments.

I designed a method anchored in innovation strategy to provoke genesis of companies solving real problems.

Customer Insights

Target Inspiration Space

Global Mega Trends

Industry Orthodoxies

Technical Competencies

Target Abstraction Level

Specific Problem

Broad Problem

Our $12K, 2 week prototype kicked off April 2019 and produced the following results:

- 2 "defi" prizes
- 600 hackers engaged
- 25 pieces evergreen content
- 6 open source submissions
- 1 "Best in Show" winner

Blockchain Intrapreneurship
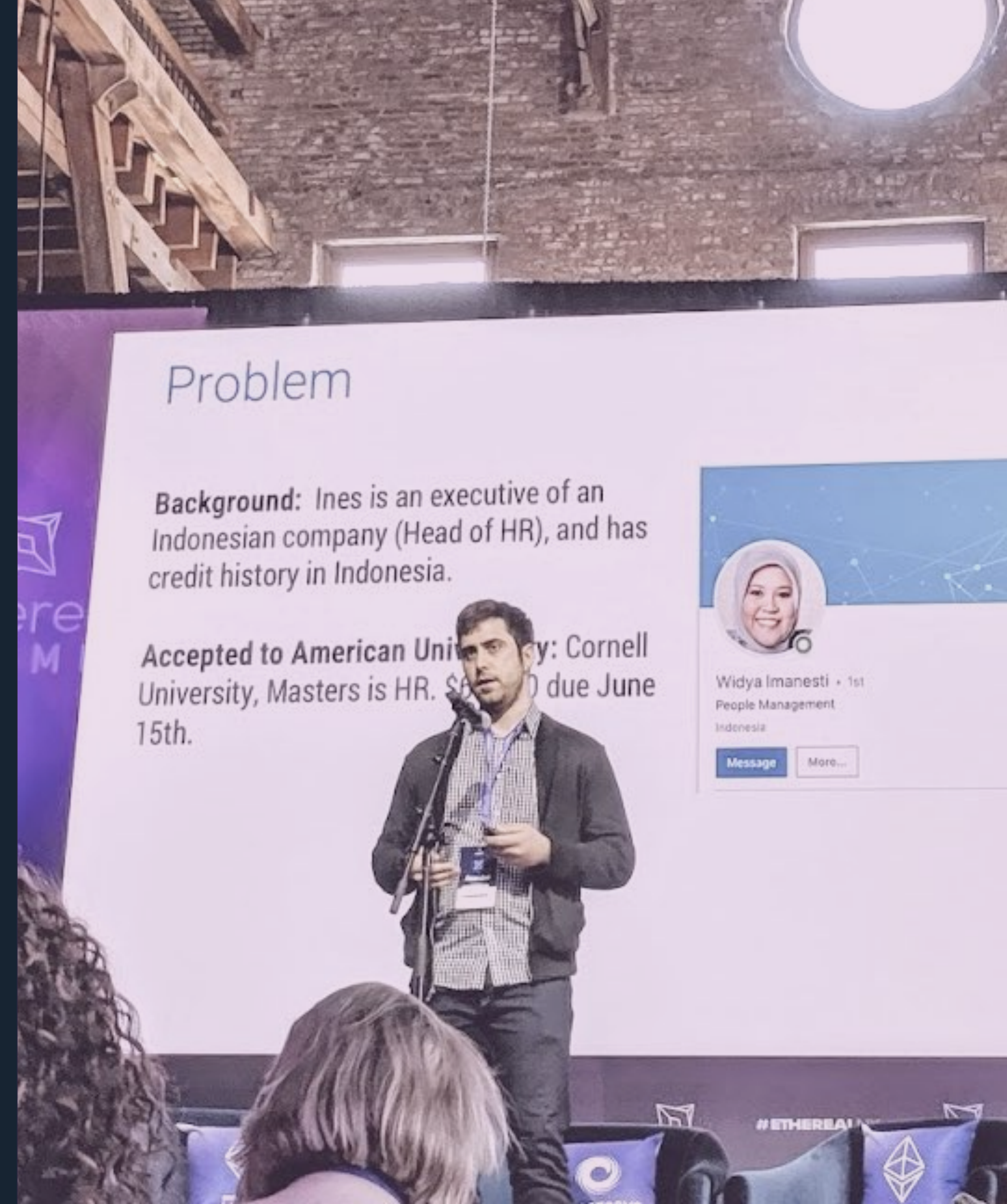
One month later, we launched a second prototype that produced the following:

- 7 prizes over 3 verticals
- 30% increase to 800 hackers
- 20 open source projects submitted (3X improvement)
- 16 high-profile judges recruited from Google, WaPo, NYT, and FinTech

DR. MOHAMED AHMED
Fellow at City of Hope National Medical Center

EVIN MCMULLEN
Founder at Stow Protocol

MOHAMED FOUDA
Partner at TokenDaily Capital

DR. KEVIN MCGARVEY
CEO and Co-Founder at HippoHealth

DR. TAREK MOHAMED
Fellow at North Western University

DR. MARK HAHNEL
Chief Scientist at Genomes.io

SUSAN PIERCE
Engineering Manager Google, Co-Founder, WomenPresent

NICK ROCKWELL
CTO at the New York Times

ALANNA GOMBERT
Head of AdTech at ConsenSys

JOSH YOUNG
CEO, Pack Technologies

JARROD DICKER
VP, Commercial Technology at The Washington Post

ANTHONY SASSANO
Head of Marketing at Set Protocol, Co-Founder of EthHub

PATAÑJALI CHARY
VP of UX and Product at Ellie Mae

MIN TEO
Exec. Director of Labs Investments, Europe

EVAN VAN NESS
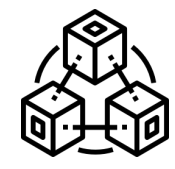*Head of This Week in Ethereum*

LEX SOKOLIN
Global Fintech Co-Head, ConsenSys

"You could run 100 Relays and never generate a business that Consensys Investments would be interested in."

- Program Director, Tachyon
August 1, 2019

Evolved the program to include "Personal Best" where previous winners competed against themselves to achieve agreed-upon goals, with an eye toward accelerator readiness.

Kicked off 3 teams on August 12, completed prototype exactly 4 weeks later.

Applications Due

Personal Best Program

Aug 1

Aug 12

Sept 9

Sept 16
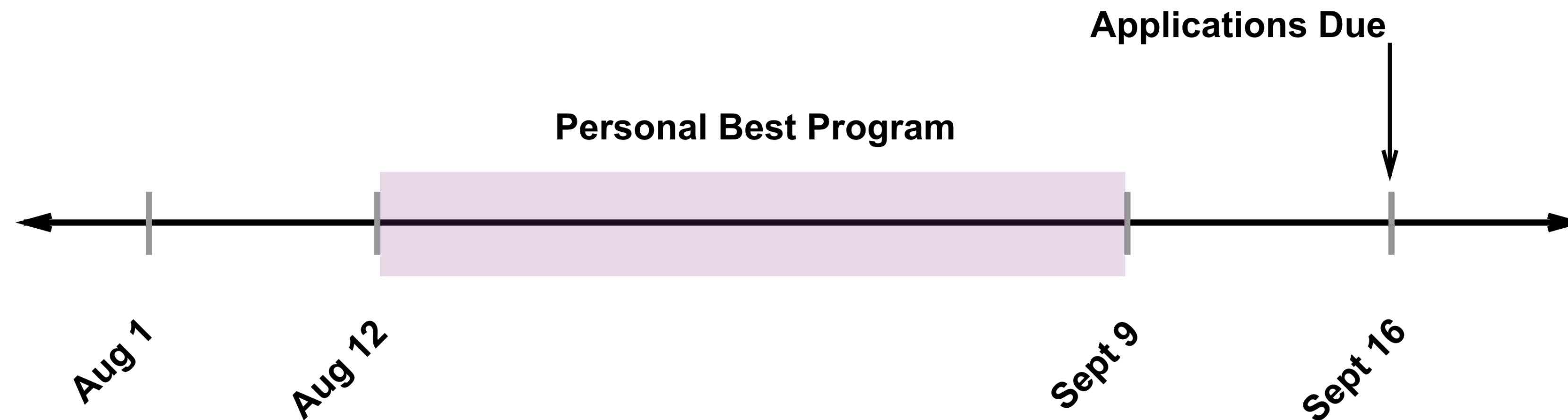
Our teams applied to Tachyon Accelerator on September 16. 134 teams applied to Tachyon, which had an acceptance rate of 6%.

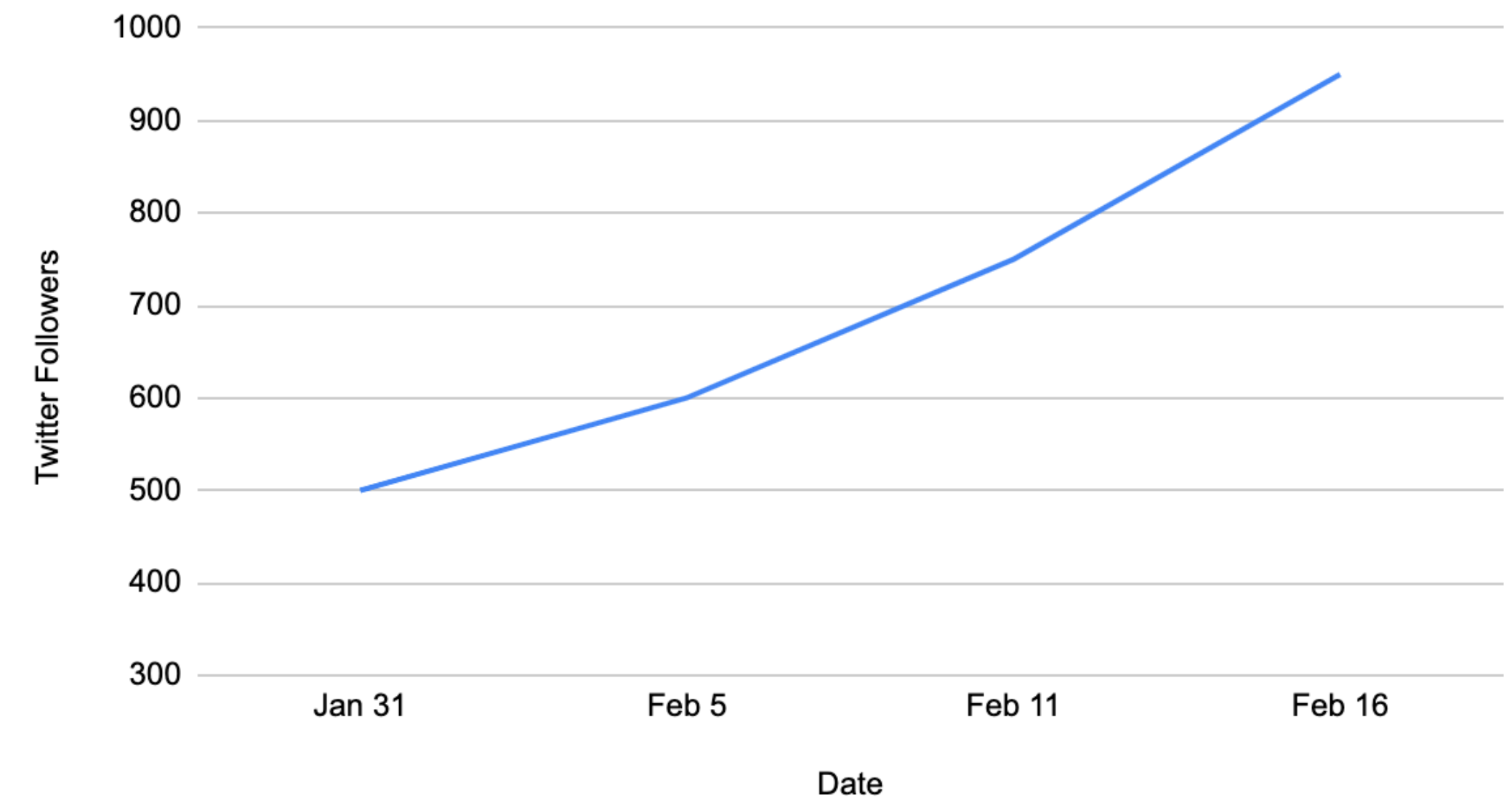All of our teams made it to the final round, and one team was selected for the program.
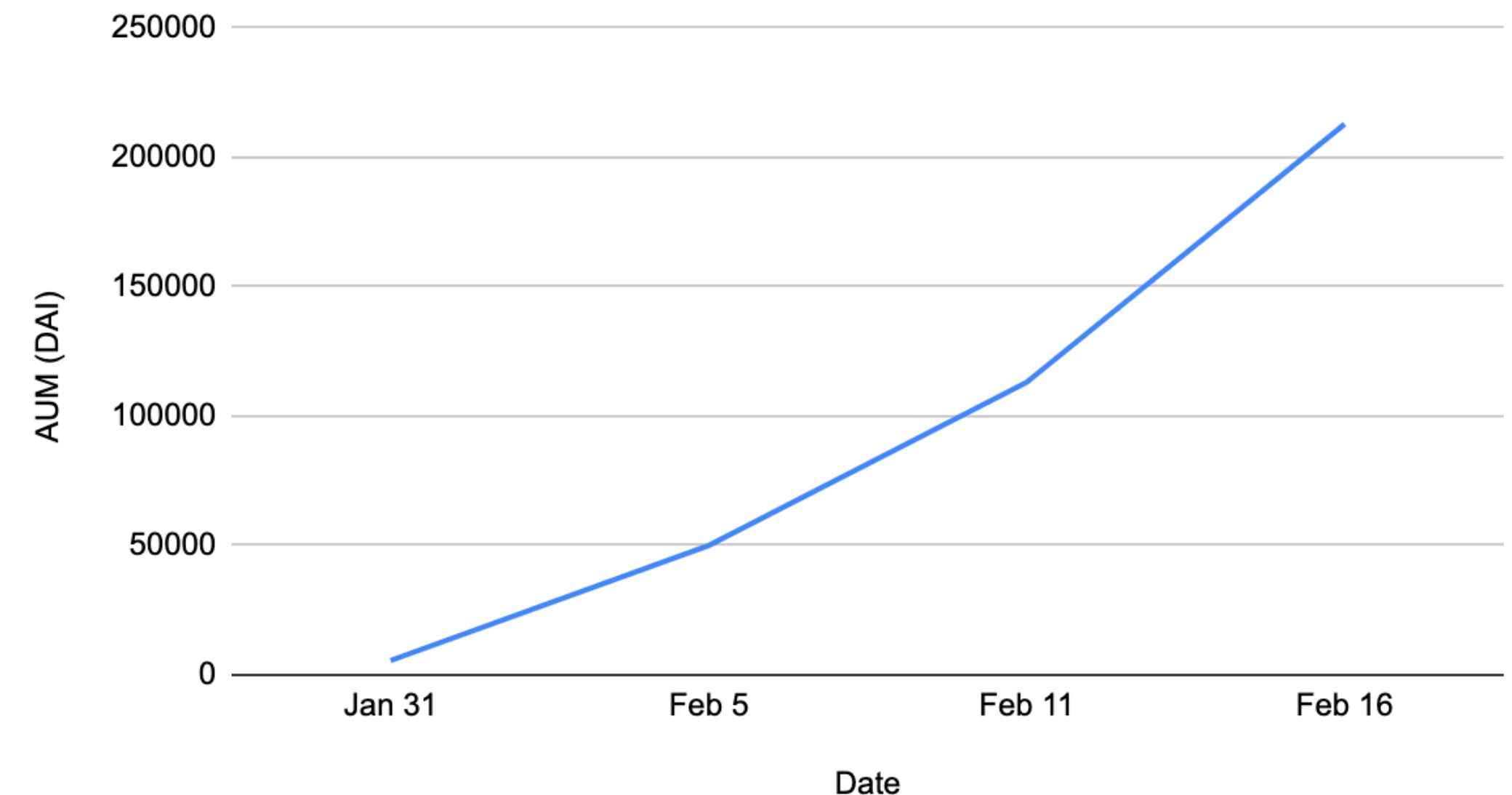
Blockchain Intrapreneurship

Idle Team Stats:
- Launched v2 in Tachyon program
- Twitter followers increased from 500 to >1000 as of March 24
- In 2 weeks, increased AUM from 5K to 213K

Twitter Followers vs. Date

Assets Under Management vs. Date

Blockchain Intrapreneurship

We've joined forces with leading Web3 companies to build an ecosystem for developers, entrepreneurs, and creatives to meet, get inspired, and build.

Our end goal is to scale the Relays work way past hackathons and create mechanics to capture upside as we do.

@katlynbjohnson | katiebrenjohnson.com

Primary Users

Web3 Developers	Community Builders	Passionate about Decentralization & Web3	First Time Founders	Founders
Web2 Developers	Hard Core Dev	Highly technical understanding of Web3 & Ethereum	Entrepreneurial	Technical
Community Builders / Growth Experts	Founders	High XP of using/building/breaking web3 products and communities	Developers looking for work	Global (Asia, Africa, Europe, US)
Spectrum of Devs Web2 unknown to Web3 Experts	Designers	Some: 5 Years EXP right outta College	Want to start a company	Want to network
Inclusion, Care, Trust, & Respect.	Spectrum of talent fro Marketing, to Dev to UX	Mix of Cyberpunks + Try some diff models	Want to sharpen skills	What skills? Reps in Web3
Guidance, Support, & Mentorship.	Jr to Sr++		Want to secure funding	Training may put focus/emphasis on wrong skills
Friendship, Community, & Real Relationships.	Crypto-Curious			Alt. Frustrated and then exit space.
Empowerment.				

What questions can I answer?