



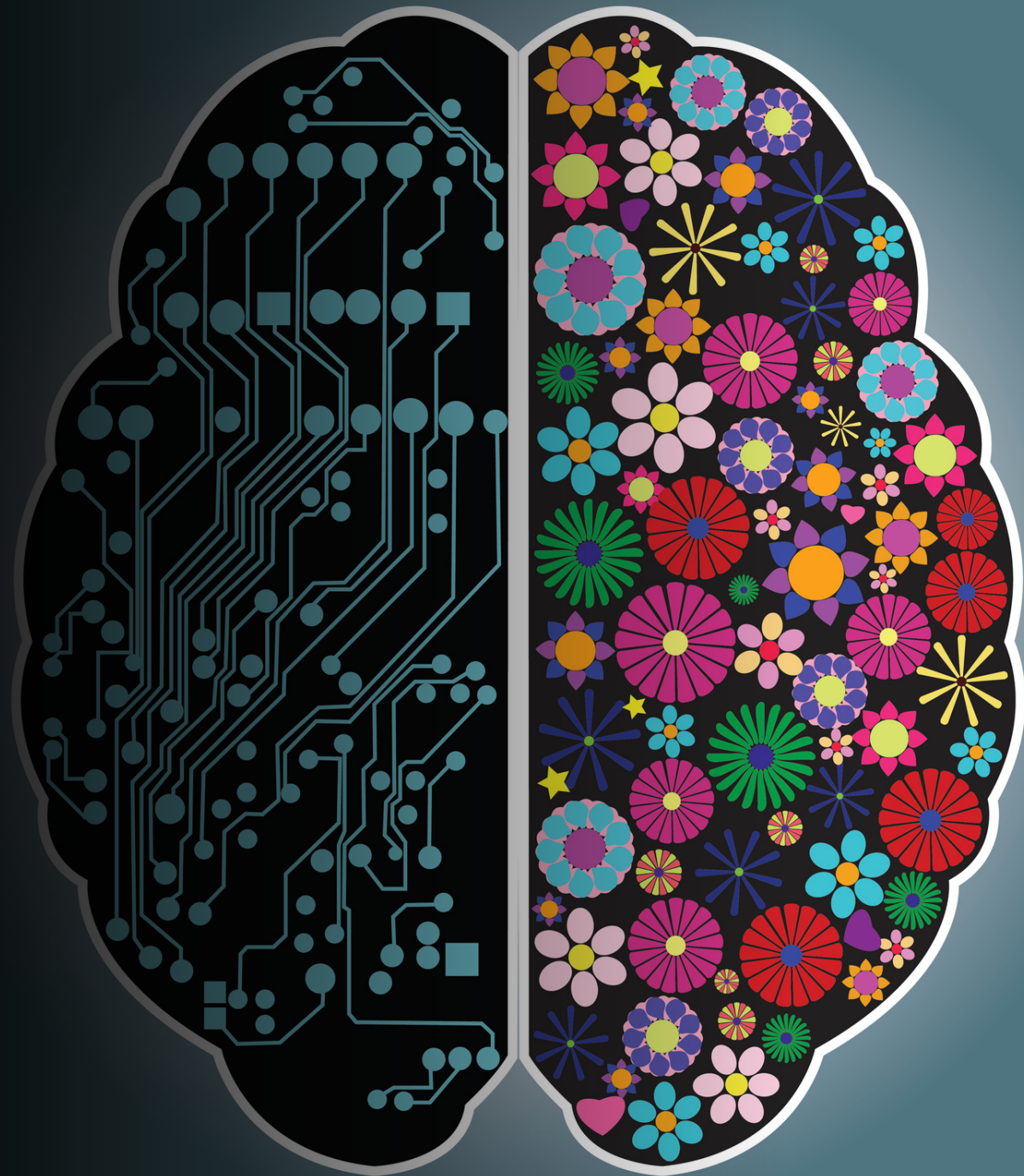
# Bridging the gap

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How to make the most of the difference between agency and enterprise

Melinda Belcher

Practice Lead, Content Design & Strategy, Mastercard



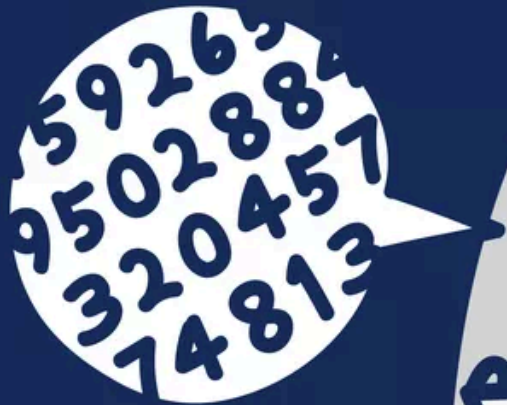
# Left vs. Right

ABC

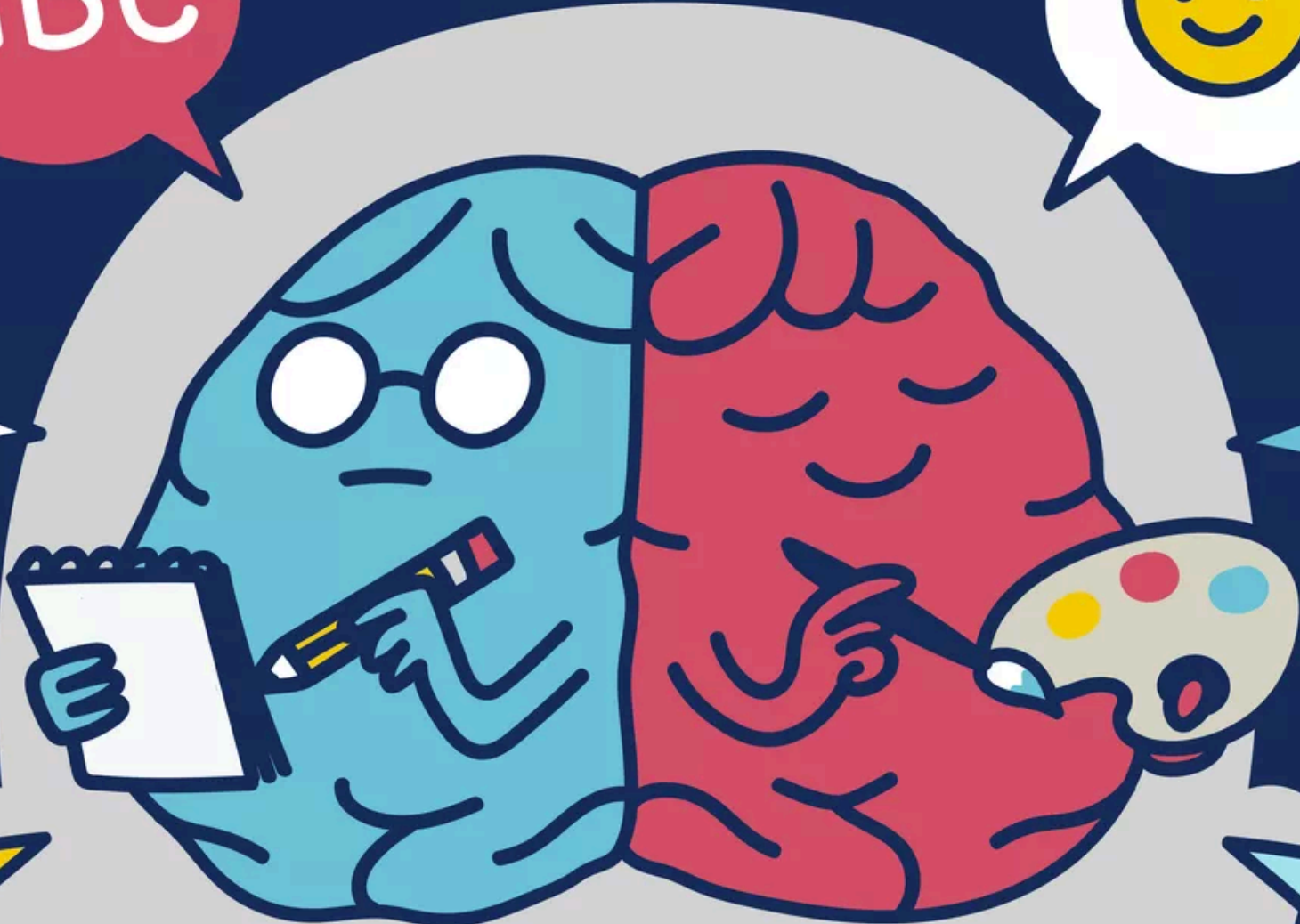


Emotional intelligence

Numbers



Analytical thinking

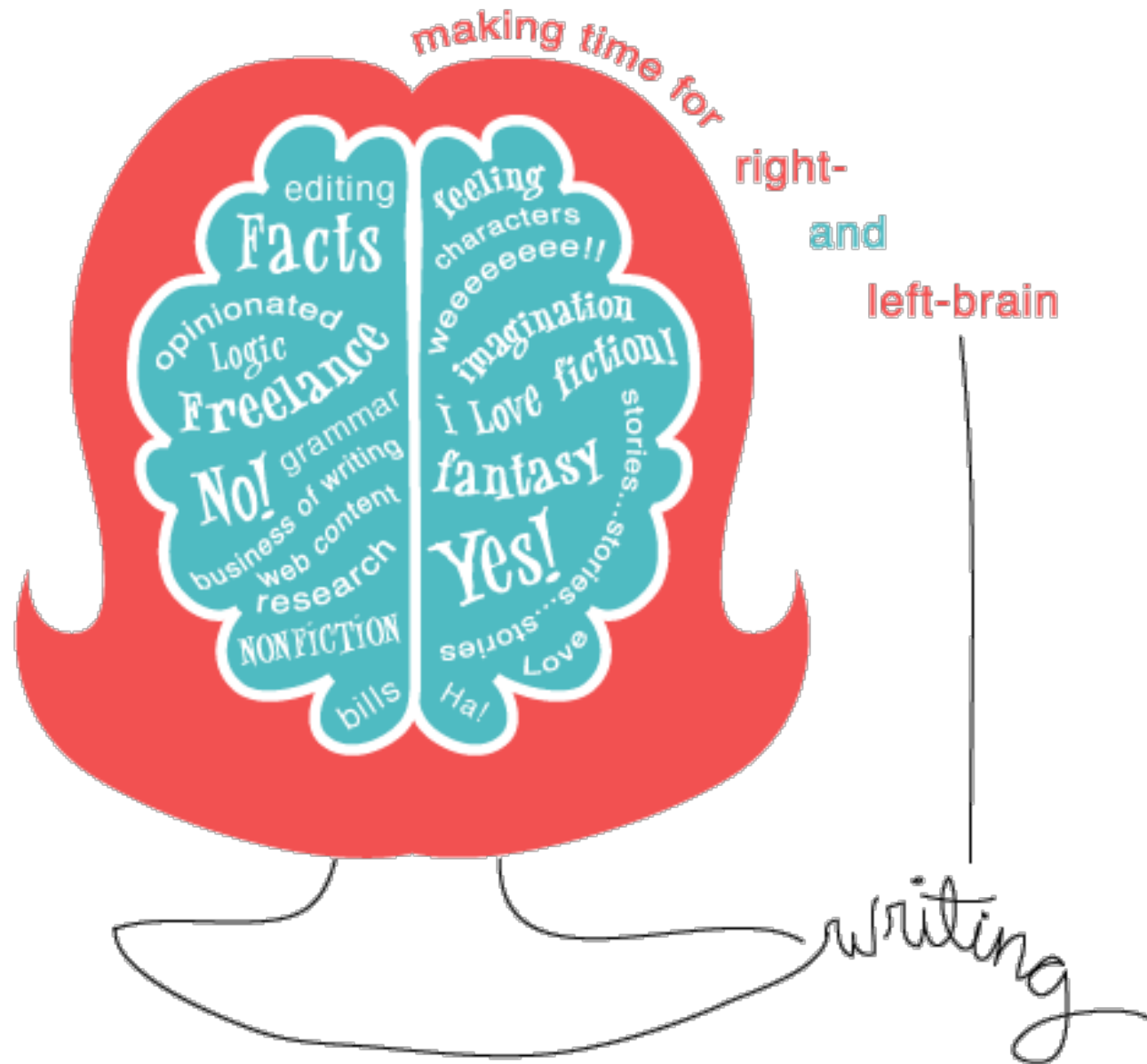


Logic

Creativity

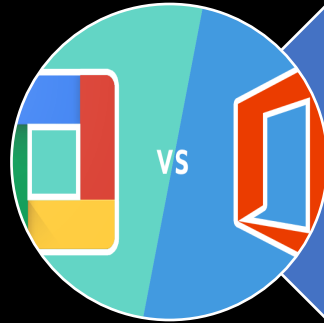
Imagination







# Culture



# Tools



# Goals

# Culture

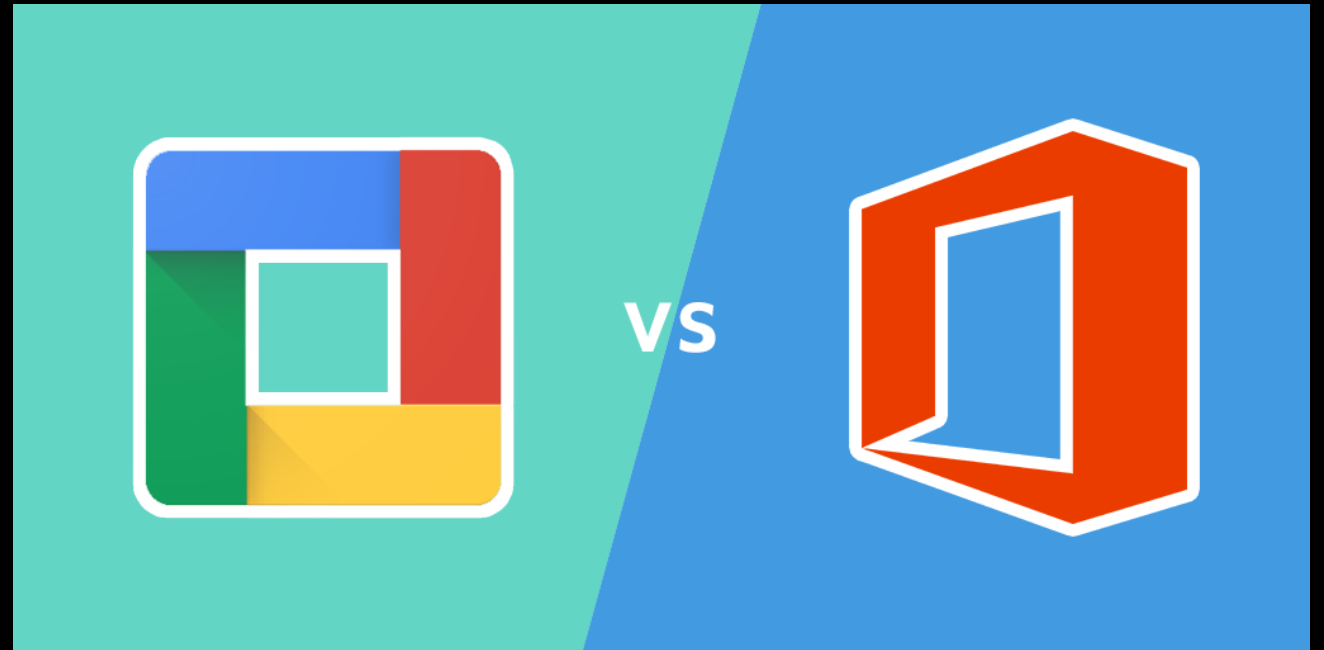
- **Perspective**
- **Priorities**
- **Passion**
- **Spirit**





# Tools

- **Access**
- **Speed**
- **Integration**
- **Magic**



Mail - Inbox - IBM Lotus Notes

File Edit View Create Actions Tools Window Help

Open Getting Started Home Frank Adams - Mail Frank Adams - Calendar Frank Adams - Contacts

finance portal Search

Frank Adams

on Local

- Inbox (19)
- Drafts
- Sent
- Follow Up
- All Documents
- Junk
- Trash
- Chat History
- Views
- Folders
  - Catalog (1)
- Archive
- Tools
- Other Mail

New Notices

Open Remove

On ◇ Fro

08/01 Sar

08/01 Bet

New Reply Reply to All Forward More Show

Sender	Subject	Date	Size
Heather Reeds	Privacy Policy Coming Soon	08/10/2007 02:59 PM	18K
Ted Amado	Re: RSS URLs for Our Catalogs Now Working	08/08/2007 02:57 PM	3K
Dennis Michaels	Upcoming Enablement	08/05/2007 02:59 PM	482K
renovations	Your place, renovations, has been created	08/04/2007 03:03 PM	1K
Rita Ferrar	Re: Fw: URGENT, Opportunity at Conference	08/04/2007 03:02 PM	13K
Ron Espinosa	Flash Demo	08/04/2007 03:01 PM	2K
Minh Li	RSS URLs for Our Catalogs Now Working	08/04/2007 03:01 PM	3K
Simone Dray	What is the status of the legal agreement	08/04/2007 03:01 PM	2K
Betty Zechman	Cancelled: Team Meeting	08/03/2007 12:03 PM	3K
Betty Zechman	Team Meeting	08/03/2007 11:59 AM	2K
Betty Zechman	Cancelled: Team Meeting	08/03/2007 11:41 AM	3K

Sametime Contacts

Activities

Day-At-A-Glance

Feeds

Lotus Quickr

SideKick!

Get Directions...

4 Yawkey Way  
Boston, MA 02215

Re: RSS URLs for Our Catalogs Now Working

Ted Amado to: MinhLi 08/08/2007 02:57 PM

Cc: Dan Misawa, Gardner Raynes, Frank Adams

Custom expiration date: 08/08/2008

Show Details

Minh,

Great work making this happen. Is there any way we can track the number of reads?

Ted

4 Yawkey Way  
Boston, MA 02215

start

1... d... C... M...

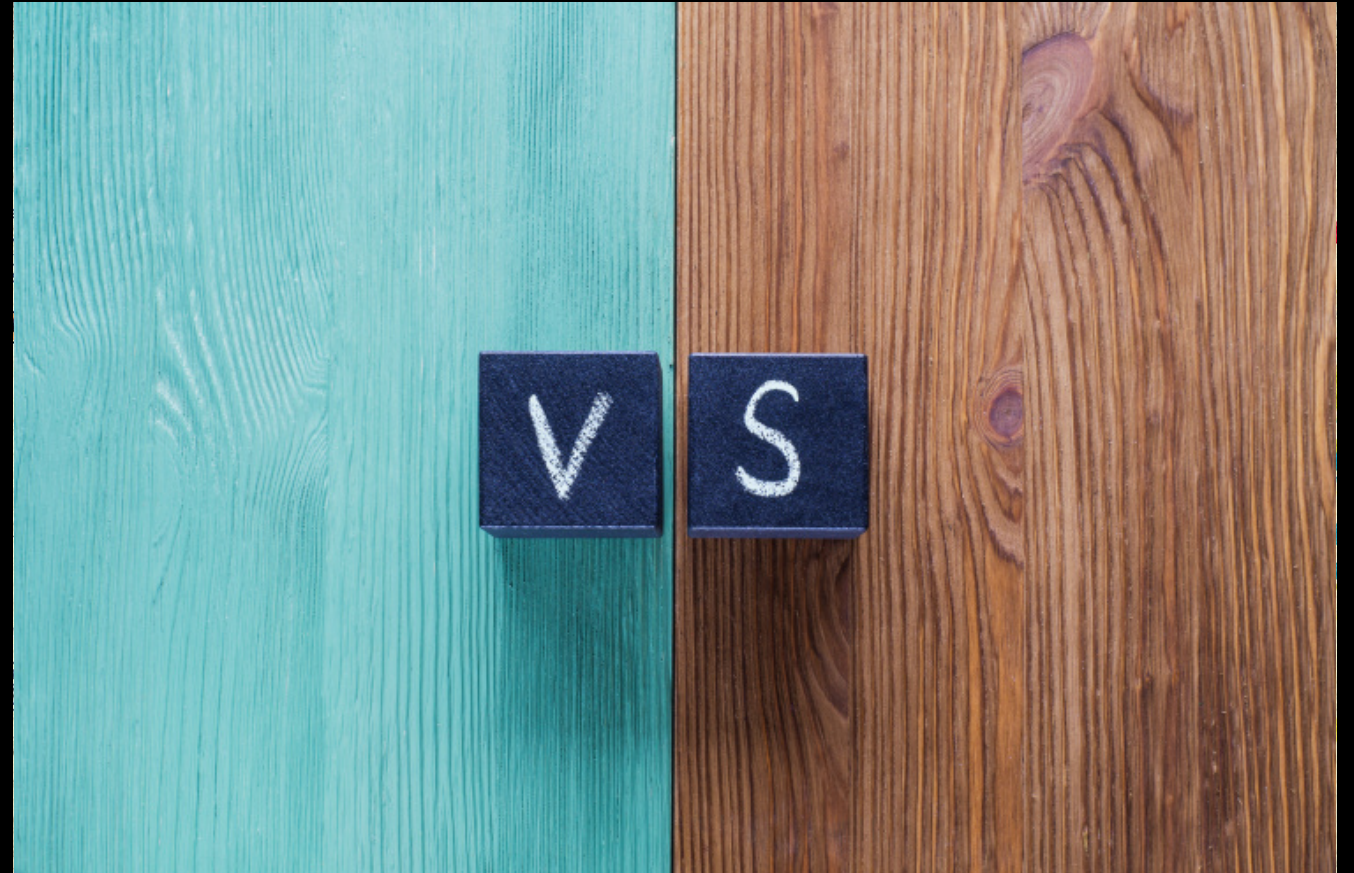
97%

1:23 PM



# Goals

- **Accountability**
- **Success**
- **Comfort**
- **Structure**



(NOT Jennifer)





## Leveraging our differences

- Rock the brief
- Clarify roles and responsibilities
- Commit to partnership
- Rise to the challenge

A young Tom Hanks is shown from the chest up, wearing a dark blue suit jacket, a light blue and white striped dress shirt, and a dark tie with a light-colored pattern. He has short, curly brown hair and is looking slightly to his right with a neutral expression. The background is a soft-focus scene of trees with yellow and orange autumn leaves, suggesting an outdoor setting during the fall season. The lighting is warm and natural, likely from the sun being low in the sky.

**T. HANKS**

@melindarox