

# NAVIGATING NEW MODELS OF WORK

COVID19: BUILD, SUSTAIN & GROW  
HEALTHY, PURPOSE-DRIVEN ORGANISATIONS

ENQUIRE - LISTEN - ALIGN



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# INNOVATIVE WORKSHOPS DESIGNED BESPOKE FOR ORGANISATIONS WHO WANT TO:



## REIMAGINE HOW WE WORK POST COVID19

Understand and leverage the research evidence-base which shows that taking the time to reflect and use innovate tools and methods for enagaging teams is key to ensuring effective transitions to new ways of working post-COVID19.



## INCREASE INCLUSIVITY & ENGAGEMENT

Reap the productivity and bottom-line benefits of inclusive workplaces and highly-engaged teams. Unlock the full potential from your people in a way which values and respects what each individual brings to the table; and which aligns with your corporate culture and strategy objectives.



## LEVERAGE CUTTING-EDGE INSIGHT

Through mainstreaming the most cutting-edge research and innovative tools, become leaders in reimagining the workplace post COVID19. Leading in inclusive, trauma-informed talent management and employee engagement. Drawing on the latest developments in sociology; psychology; neuroscience; and organisational behaviour.

# COVID19: NAVIGATING NEW MODELS OF WORK

## INSIGHTS, TOOLS & PRACTICES FOR MANAGING NEW WAYS OF WORKING

 UNDERSTAND AND APPLY LATEST INSIGHT


COVID19 has radically altered how we live and how we work. These workshops will support Leadership Teams; HR Managers; Senior Managers and Team Leaders in navigating the complexities of new models of work. It brings together the latest research insight on hybrid ways of working; best-practice models for reintegrating to workplaces; with trauma-informed approaches to managing transitions, and fostering wellbeing, engagement and belonging. It will provide insight and practical tools for balancing staff-flexibility, choice and autonomy with business needs.

 DEVELOP SKILLSET IN INNOVATIVE ENGAGEMENT TOOLS

These are experiential workshops, where participants will be facilitated in using innovative tools and practices for engaging their teams in the design of new ways of working - these methods have been shown to foster psychological safety and lead to practical actionable solutions, which help drive engagement and wellbeing.

 INNOVATE AND LEAD INCLUSIVELY

Research suggests that in the wake of COVID19 most people's preference is a hybrid working model, but many employees are anxious that their organisation's plans regarding a return to the office are unclear. These workshops will explore the latest insight regarding employee sentiment and will provide the tools for engaging employees in the co-design of new ways of working.

 TARGET AUDIENCE & DURATION

- Leadership Teams; HR Managers; Senior Managers; Team Leaders.
- Can be delivered in a variety of formats/timeframes - e.g. from one/two day high-level intensives for Leadership Teams to five-day deep-dives for HR Managers.

UNIQUE  
METHODOLOGICAL  
APPROACH

TOOLS FOR INVESTIGATING, ENGAGING & ALIGNING



# PINK FLOWER PROCESS

- Pink Flower Research has created a unique participatory approach to assessing and transforming organisational culture and employee engagement.
- It combines a comprehensive analysis of the internal organisational context, with creative design-thinking and visual sociological methods of root-cause analysis.
- This results in a holistic plan which is aligned with the organisation's core values and vision; that has clarity of purpose and intentionality at its centre; and which is co-designed inclusively, leveraging and centralising the voices and insight of team-members
- The specific approach is designed bespoke for each organisation.



## ENQUIRE

- Understand the organisations' intention and ambition.
- Conduct a Cultural Assessment to understand the current organisational context.



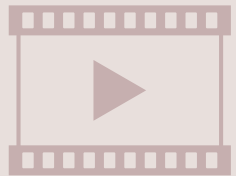
## LISTEN

- Using our unique creative person-centred methods, we conduct workshops to gather experience; insight and ideas from leaders and team members.



## ALIGN

- Combine internal insight with cutting edge research to develop a holistic plan for the organisation.
- Ensure that internal ideas and suggestions are enhanced by evidence-informed practice.

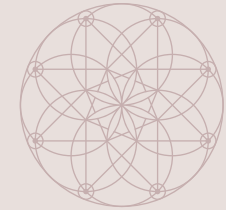


## VISUAL SOCIOLOGY METHODS

We bring the rigor of academic research into the practice of organisational assessment. We have innovated with our methodological approach, uniquely combining photovoice; photo-elicitation, and video-ethnography with more traditional insight-generation tools.

## DESIGN-THINKING

Allied to the sociological methods, we use the core design-thinking concepts of challenge-mapping, journey and empathy mapping to design inclusive ways of working which align with the organisation's core values and intentions.



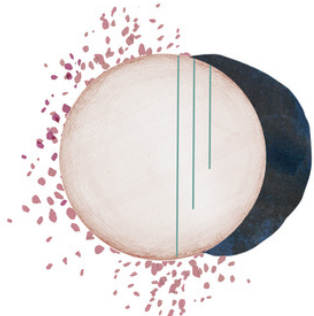
## CREATIVE SELF-ENQUIRY

Drawing on the latest research, tools and techniques from neuroscience and psychology, we have developed a variety of creative exercises which prompt deep contemplation and promote creative problem-solving. Allowing time and space to pause and reflect.

# SKILL & EXPERTISE

DR MARIA QUINLAN





PINK FLOWER  
RESEARCH

## DR MARIA QUINLAN: FOUNDER

Maria is a consultant who specialises in innovative methods for assessing and transforming organisational culture. She combines extensive industry experience with the latest evidence-based research to develop bespoke solutions for organisations. Her methods focus on deep root-cause analysis and creative design-thinking approaches which lead to actionable insight and sustainable change which is aligned with an organisations core values and purpose.



Maria has worked with a wide variety of organisations across the private, public and non-profit sectors, Her work has been nominated for a variety of industry awards, with her recent project for AIB winning the 2020 CIPD award for employee empowerment and trust. She has worked with many organisations over the past year exploring how best to support employees during the COVID-19 pandemic. Maria has a PhD in Organisational Behaviour from Trinity College Dublin; lectures in Organisational Behaviour and Talent Management at Queens University Belfast, is a collaborative research fellow at University College Dublin; and was formerly a Human Capital consultant at Deloitte Ireland; Aviva and Eir.

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## INNOVATIVE SOLUTIONS FOR INNOVATIVE ORGANISATIONS

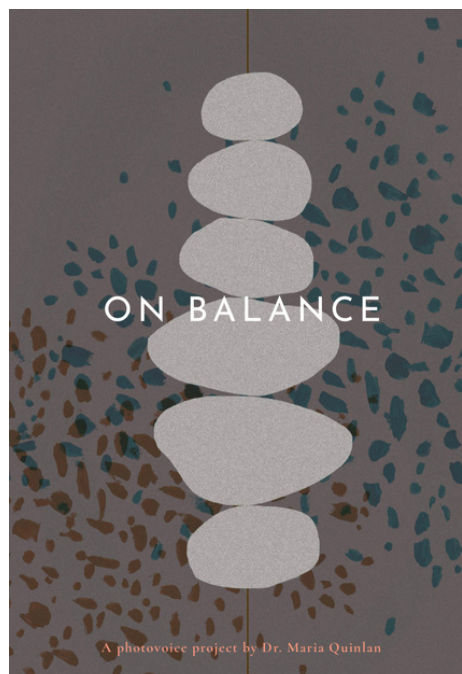
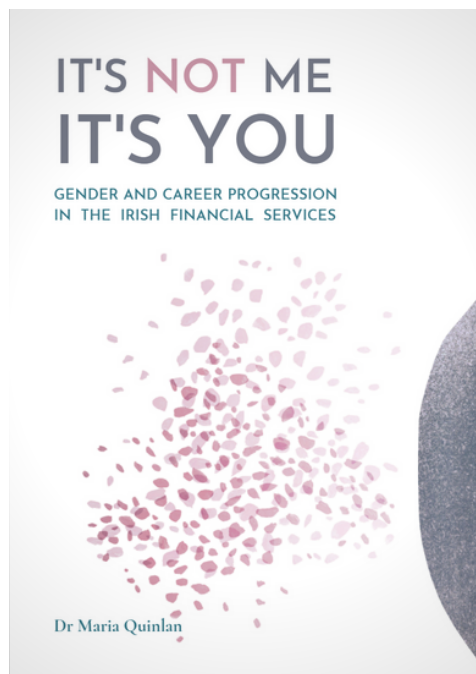
Maria's work draws on over twenty years spent researching organisational culture, and working with a diverse range of organisations on projects related to cultural change; employee engagement, mental health and wellbeing; and diversity and inclusion. Her research highlights how these various organisational issues are intimately connected, and her projects, workshops and trainings bring together the key threads which organisations can focus on to deliver improvement simultaneously across all of these areas.



# SELECT PROJECTS

Exploring and transforming organisation cultures and the employee experience

- Please click on image to view each report.





“We are living in a period of prolonged uncertainty and uniquely challenging circumstances....this project explored the lived experience of our people during Covid-19. It enabled people to share aspects of their experience of living through the pandemic: what works for them, what they’ve learnt about themselves, and how their perspectives have changed. They illustrate tough points which all of us can relate to, and offer nuggets of wisdom which give us a moment to pause and reflect. The range of perspectives offered in this report shows that the impact of the pandemic is felt in a wide variety of ways. I’d like to thank Dr Maria Quinlan for once again leading the creation of this unique piece of work...it is such a meaningful, insightful and worthwhile read.”

**HARRY GODDARD**  
**CEO**  
**DELOITTE IRELAND**



“Having come through the process and seeing the outputs, I was blown away by how effective it was, how quickly it got to the heart of the work/life balance topic and the output on how work/life balance and agility is working for AIB, the involvement and inclusion of people in it – the energy that was created around it and really the feel-good sentiment that resulted from it”

**WENDY BEESLEY**  
**PEOPLE AND TALENT LEAD**  
**AIB**

# RECOGNITION

## AWARDS – MEDIA – CASE-STUDIES

Pink Flower Research's work has been recognised for its uniquely innovative approach and its significant impact on employee engagement, at a variety of industry awards; in media articles; and in industry best-practice case-studies.

### AWARDS

On Balance, our photovoice project on work/life balance within AIB Technology teams, won the CIPD 2020 Award for Employee Empowerment and Trust, and was a finalist for the European Employee Engagement Awards 2019.

Different But Equal and Time Is Of The Essence our projects on respect and inclusion commissioned by Deloitte Ireland, were finalists for the CIPD 2019 award for Diversity and Inclusion, and for the Business to Arts award for engagement in 2020 respectively.



“The judges were very impressed with this unique and innovative approach to organisation development, which led to significant improvement in trust and flexibility in a challenging sector. This project gave voice to people’s lived experience and created a relatable photography exhibition. The judges praised this for its risk taking, its super unique approach, a real employee-led listening strategy and then great metrics to demonstrate how it developed trust and engagement.”

### INDUSTRY BEST-PRACTICE

Different But Equal, our project exploring the lived-experience of international employees based in Deloitte's Irish offices was featured as an example of best-practice by both Business in The Community, in their Inclusive Employer publication; and by the Department of Business, Enterprise and Innovation, as part of their industry CSR HUB. Both case-studies highlight the significant business impact of the project.

“The photovoice project has helped move us to a new stage in our cultural maturity around inclusion. While before we may have had to push the inclusion agenda to our leaders, we now have leaders coming to our Respect & Inclusion Council asking if we can support them to drive greater inclusion by opening up conversations within their teams, reviewing training programmes, speaking at events, etc..”



An Roinn Gnó,  
Fiontar agus Nuálaíochta  
Department of Business,  
Enterprise and Innovation



# DR MARIA QUINLAN

FOUNDER  
PINK FLOWER RESEARCH

## SOCIOLOGIST

- Maria is a sociologist who specialises in the use of creative, person-centred research methods which aim to facilitate people in sharing their lived experience. She is founder of Pink Flower Research, a research consultancy which focuses on creating actionable insight regarding issues of equality and inclusion, using person-centred, trauma-informed methods.
- She has a PhD from Trinity College Dublin, where she explored gender and career progression within the Financial Services,

## SCIENCE MEETS PRACTICE

- Prior to working full-time in the area of academic and social research, Maria worked for over a decade in industry where she held a variety of market analysis and strategic insight roles within the Financial Services, Telecoms and MedTech sectors.
- She draws on this expertise to further enhance her methodological approaches, drawing on design-thinking and traditional strategic analysis tools to analyse social and organisational issues

## AWARD-WINNING CREATIVE INNOVATOR

- Maria's innovative practice and the impact of her projects has been recognised by a variety of professional industry bodies.
- Her work has been nominated for several industry awards, winning the CIPD 2020 award for employee empowerment and trust.

## INNOVATIVE RESEARCHER

### Multi-disciplinary researcher

- Maria has a strong track-record in generating new and innovative insight across a range of organisational and social issues. She has over 20 years' experience as a researcher conducting both qualitative and quantitative projects; and from 2013-2017 was Research Lead at the Applied Research for Connected Health centre at UCD.
- She has successfully designed, managed and implemented a variety of independent research projects for clients in the public, non-profit and private sectors; providing end-to-end design, implementation and project management

### Writer and speaker

- Allied to academic publications, she has produced a range of peer-reviewed research reports; white-papers; & position-papers for public, private and non-profit clients. A selection of these can be downloaded at [www.pinkflowerresearch.com](http://www.pinkflowerresearch.com)
- Maria regularly presents her research and thought leadership at national and international conferences.

## EXPERIENCED EDUCATOR

### Lecturer

- 2018-Present: Lecturer in Talent Management and Organisational Behaviour at Queens University Belfast and Univesity College Dublin.
- 2013-2020: Head of Research at the Institute for Integrative Counselling and Psychotherapy, Dublin. Lecturer in the Sociology of Mental Health; the Sociology of Equality; and Advanced Research Methods - with a particular focus on research ethics; participatory and trauma-informed methods.

### Bespoke workshop design and delivery

- Has researched; written and delivered bespoke workshops and seminars on an extensive range of organisational and social issues, for both practitioners and students.
- Most recently has designed and delivered a series of workshops on visual methods for PhD students in UCD; and on Trauma Aware Practice for community-based organisations..

## TRAUMA-INFORMED WELLNESS PRACTITIONER

- Maria is a qualified yoga and meditation teacher, and has developed a series of short courses which combine the therapeutic and self-reflection elements of photovoice with yoga nidra meditation, breathwork, freewriting and other creative exercises rooted in her research. .
- Drawing together multi-disciplinary insight related to mindsets and our nervous-system responses, she has delivered bespoke versions of her courses for corporate clients as part of their employee wellbeing initiatives.