

Content Development Portfolio



CYNTHIA GILES

ENGAGEROCKET

People Insights & Analytics

How to Choose the Right Employee Survey Frequency

By Cynthia Giles | 13/07/2017 | 1 Comment

You might find it difficult to believe, but the annual employee survey is almost a hundred years old! In the 1920s, big industrial companies began the practice of asking employees, once a year, about their job satisfaction to search for ways to improve productivity. One time a year was how frequent employee surveys were sent.

The so-called "attitude survey" was developed further during World War II, as a tool for measuring morale among the troops.

Needless to say, working environments have changed dramatically since. In the twenty-first century, every aspect of business moves at lightning speed. Besides, voluntary job changes are widespread. Thus, employee engagement becomes mission-critical.

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 In Case of Crisis
by RockDove Solutions

The Platform Solutions Case Studies Blog



If you are wondering whether a mobile solution would be right for your **crisis management plan**, start with a look at how much business life has changed in recent years. Then ask whether your organization is keeping up or lagging behind when it comes to crisis planning.

In the past, it was sufficient to add crisis plans and emergency instructions to company intranets or send by email. That was a huge improvement over handing executives in the company a binder with the plans.

But now we are well into the twenty-first century, and the whole concept of crisis management has evolved. Beyond planning for fires, floods, and strikes, organizations must prepare to cope with workplace violence, terrorist attacks, epidemics, data loss, data breaches, reputation damage, and a host

In 2017, I've developed blog content for several marketing agencies. Here are a few examples!



27
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A Nice Place to Work ...



Last week Katherine Ratkiewicz, a Senior Research Analyst at the Human Capital Institute, published a [thought-provoking post](#) on one of the HCI blogs. Ratkiewicz recaps recent events in the U.S. that have prompted a national discussion about civility, and suggests the discussion should extend to workplaces as well as political institutions.

Office politics can be just as intense as any election campaign,

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The (In)Famous Candidate Experience



HR provocateur Gerry Crispin asked some good questions recently in [The Candidate Experience: Is it just Smoke and Mirrors?](#) The point of his post: seems like people (on both sides of the process) would take the quality of the candidate experience more seriously if it were really important. There followed an interesting exchange of opinions from commenters!

Summing up for the *majority* was recruiter Jerry Albright who puts it this way: "Know what experience a ... [Read the rest](#)



For more than a year, I served as the Careers columnist for the blog published by Corporate Eye, an international business consultancy. I wrote an average of two substantive posts per week.

[See more.](#)

TIBCO Spotfire's Trends and Outliers Blog

☰ Predictive Analytics and Sales Forecasting: The Latest Power Couple

"To maintain a competitive position in the market, companies are turning to sales analytics solutions that provide an enterprise-wide data flow into the forecasting process," concludes a new research report from the Aberdeen Group. The report finds that well-executed sales analytics can assist the business by "creating more refined snapshot... [Read More →](#)

25 August 2010 by Spotfire Blogging Team in Business Intelligence, Predictive Analytics / No Comments



☰ What Ever Happened to Artificial Intelligence?

According to predictions from the mid-twentieth century . . . we should all have household robots by now, and they should be able to perform very sophisticated tasks with little guidance (Roomba doesn't count). In fact, if we look at influential science fiction flicks of the 1980s, like Blade Runner... [Read More →](#)

13 August 2010 by Spotfire Blogging Team in Unconventional Uses / No Comments



☰ A Sunday's Worth of Numbers: Data Analytics on the Airwaves

Three intriguing data analytics-related stories turned up recently on two radio shows, on one Sunday. Honestly—what are the odds? First, NPR's The Future According To 'Minority Report' May Be Now noted some emerging uses of predictive analytics in everyday life. The story includes an update on Blue CRUSH, a program... [Read More →](#)

11 August 2010 by Spotfire Blogging Team in Business Analytics / No Comments



Over a period of ten months, I wrote twenty long posts for *Trends and Outliers*, a blog focusing on business intelligence. I also revised or rewrote several guest posts.

[See more.](#)



March 6, 2009 by Cynthia Giles · [Leave a Comment](#)



PowerPoint is pretty robust on its own — but it also plays well with others! And the ability to integrate PPT with other programs can provide a lot of added value. Here are some simple ways to turbo-charge productivity and jazz up presentations by “mixing and matching” three MS Office workhorses — Word, Excel and PowerPoint. [learn more](#) [Read More →](#)

TB 4 Tips for Great Presentation

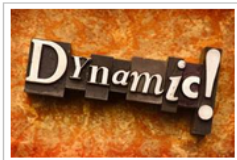
March 3, 2009 by Cynthia Giles · [4 Comments](#)



When it comes to PowerPoint, some basic tips can make a big difference. Animate with confidence. Speak with authority. In the end, your presentation will be a success. [more](#)

TB How to Animate a PowerPoint

February 26, 2009 by Cynthia Giles · [1 Comment](#)



We all want our presentations to be dynamic. One way to bring life to your presentation is by applying custom animation to every element on every slide, timing every animation exactly, then weaving the slides together... [learn more](#)

Three Surprising Ways to Use PowerPoint

February 24, 2009 by Cynthia Giles · [2 Comments](#)



beyond your everyday presentation:

Back in the cradle days of personal computing, the only program most people had was Lotus 1-2-3. So they used it for everything—from writing letters to drawing pictures. (Yes, you can draw things using just cell borders!)

Now there are specialized apps for just about every task, but most of us have a favorite “Swiss Army Knife” tool. And once you start expanding the use of PowerPoint beyond making presentations, there are a surprising number of handy ways to use it every day.

Here are three ideas for using PowerPoint



Send screenshots to PPT for on-the-fly scrapbooks and galleries. Snagit (another great all-purpose tool) combines neatly with PowerPoint. Grab anything from the screen as you work or surf and send it straight to a PowerPoint presentation from Snagit, with one click. Very useful for keeping a record of versions as you're working on an illustration, for example—you can just flip through the PPT without opening past versions.

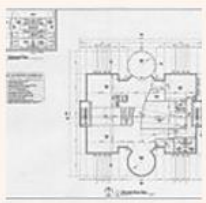
I also use it to scrapbook project emails, create a quick gallery when I want to collect examples without downloading every item I see, etc. It even

makes a great daily diary!

Over a period of six months, I wrote more than twenty long posts for *Tutorial Blog*, a website delivering insights and information on marketing and design topics. Most included original instructional graphics.

Frisco Heritage Museum Preview

FRISCO HERITAGE MUSEUM



A PROJECT SCRAPBOOK



Welcome to the Frisco Heritage Museum Preview Site



Frisco Heritage Museum anchors the exciting new Heritage Center--providing an informative context through interactive exhibits, educational activities, and fascinating artifacts.

I provided all the website content for the Frisco Heritage Museum's fund-raising project. And I created all the information content for the museum exhibits!





WHAT IS . . .

the dreamfish difference?

HOW TO . . .

perfect your web presence

DREAMFISH CAPABILITIES

strategic thinking

effective messaging

creative environments

Three simple steps toward cost-effective marketing:

develop a **clear** message, then

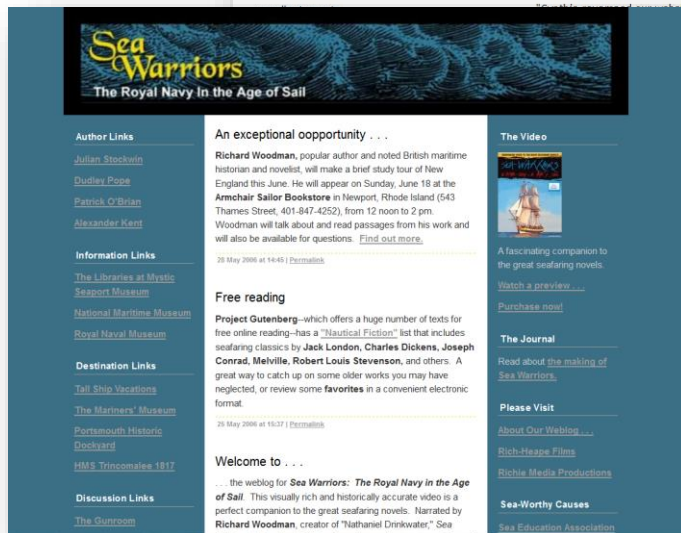
keep it **consistent**, and

deliver it in **creative** ways

Step four: Think dreamfish . . .

Clients say . . .

I work with small businesses and independent professionals to create compelling copy for their websites and LinkedIn pages.



For more than 21 years, Greeson Electrical Services has provided high-quality, reliable services to commercial customers throughout North Texas. We are proud to be a woman-owned company, and a successful part of the Dallas-Ft. Worth construction industry.

Greeson specializes in the installation and maintenance of energy management systems, primarily as a subcontractor for Johnson Controls. Our 22 employees are the heart of the company! They are not only highly skilled, but also reliable, resourceful, and dedicated to providing the best possible service.