

Céline Schillinger

Engagement Leadership



Founder, CEO We Need Social

30 yr field experience in small & large organizations

10 yr experience in global change & digital community engagement

Covid19 – Leadership in Crisis

Impactful Virtual Communities

An abstract graphic featuring vibrant paint splashes in orange, red, blue, and green against a solid black background. The splashes are dynamic and layered, creating a sense of movement and energy. The colors are bright and saturated, contrasting sharply with the dark background.

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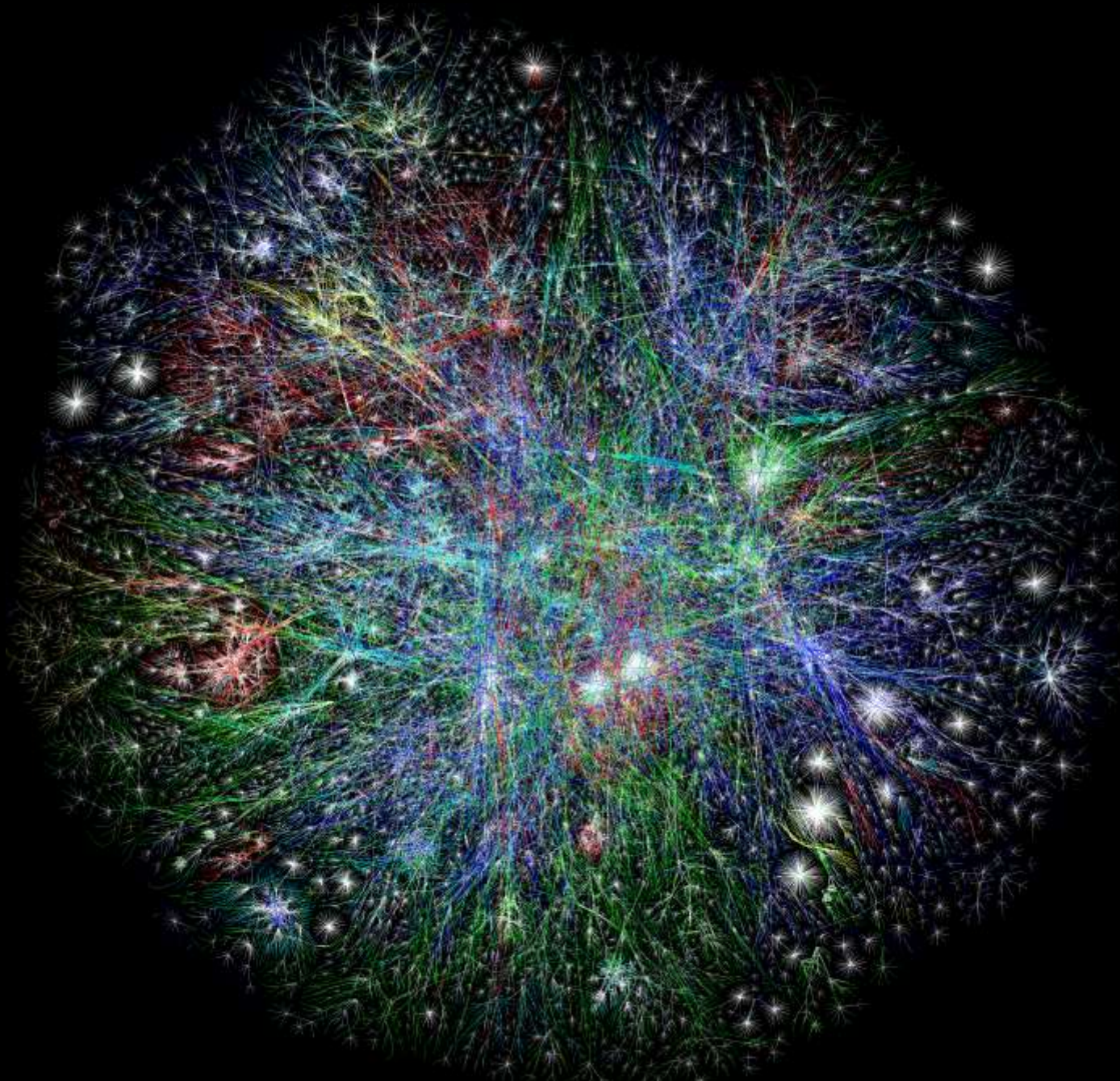
@CelineSchill

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https://commons.wikimedia.org/wiki/File:Bonaparte_Crossing_Alps_Tokyo_Fuji_Art_Museum.jpg



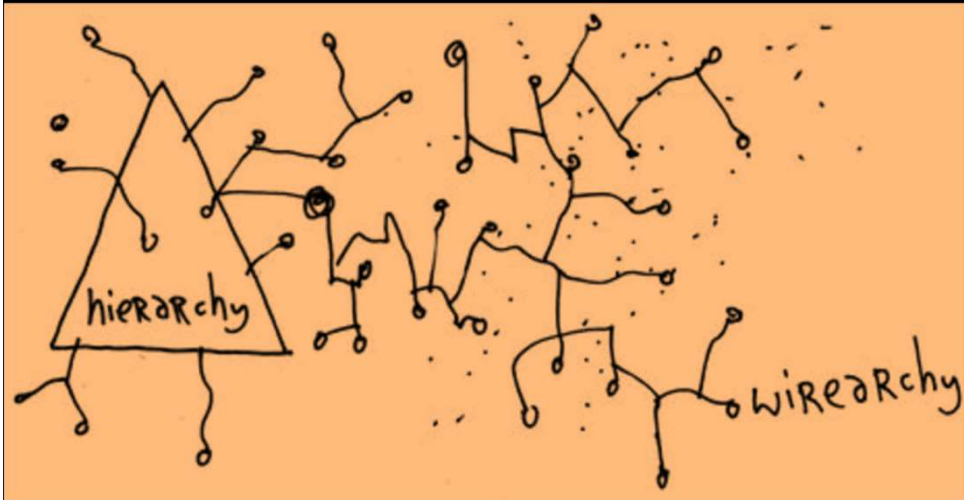
2003 map of internet Opte

YOU
can do
anything
but not
everything.
~ David Allen



“Work is increasingly understood
as ‘interaction’ rather than ‘job’ or
‘organizational activity’
– even leadership is contextual
and relational”

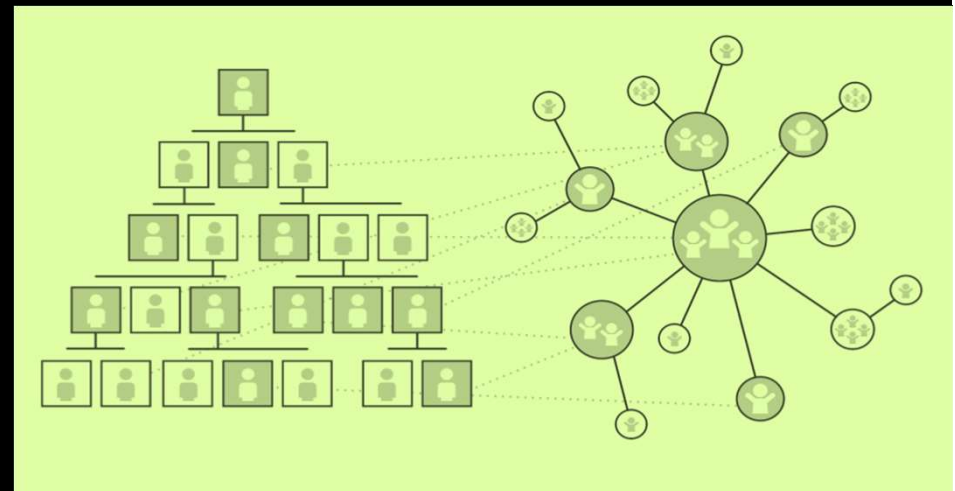
~Esko Kilpi

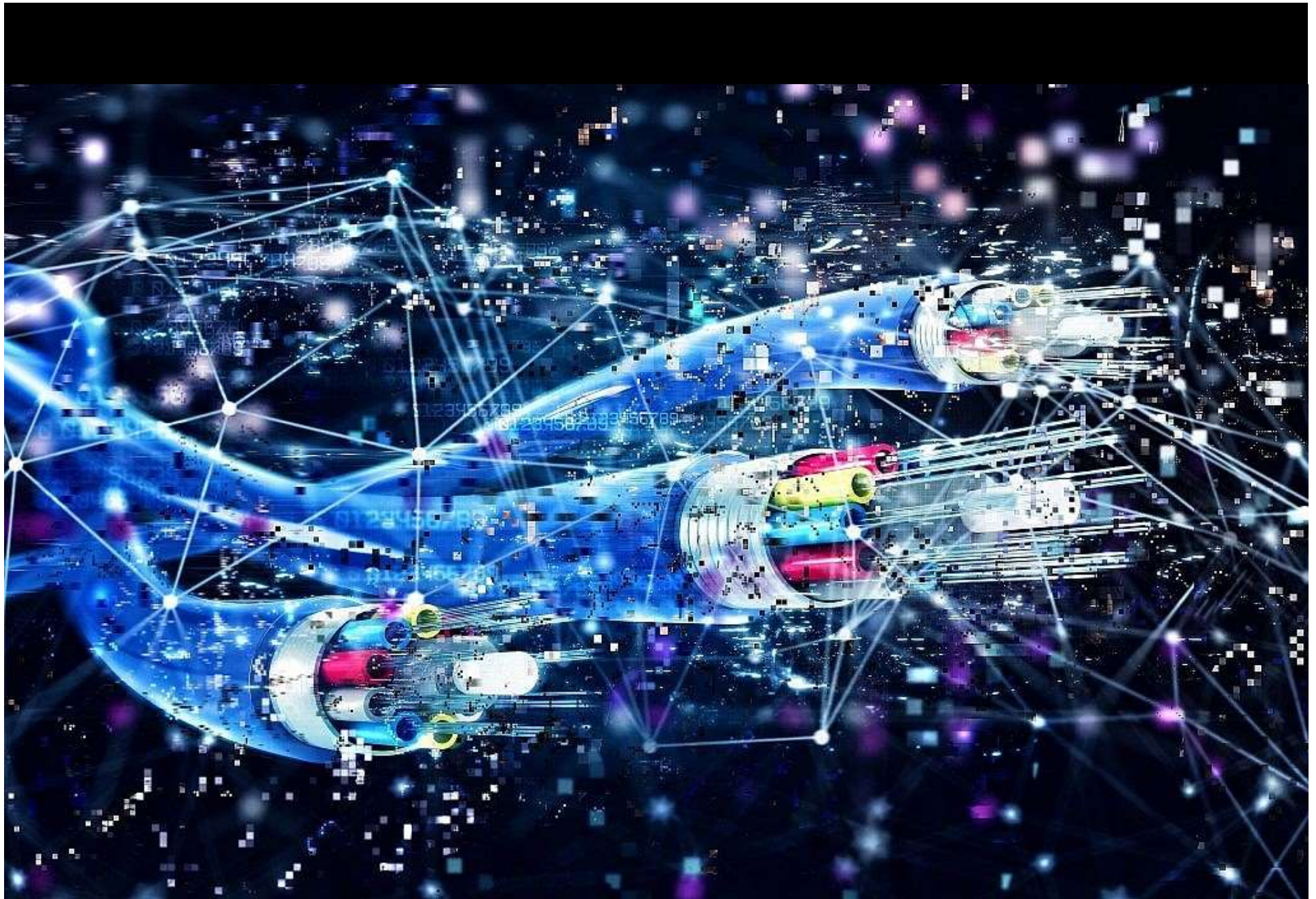


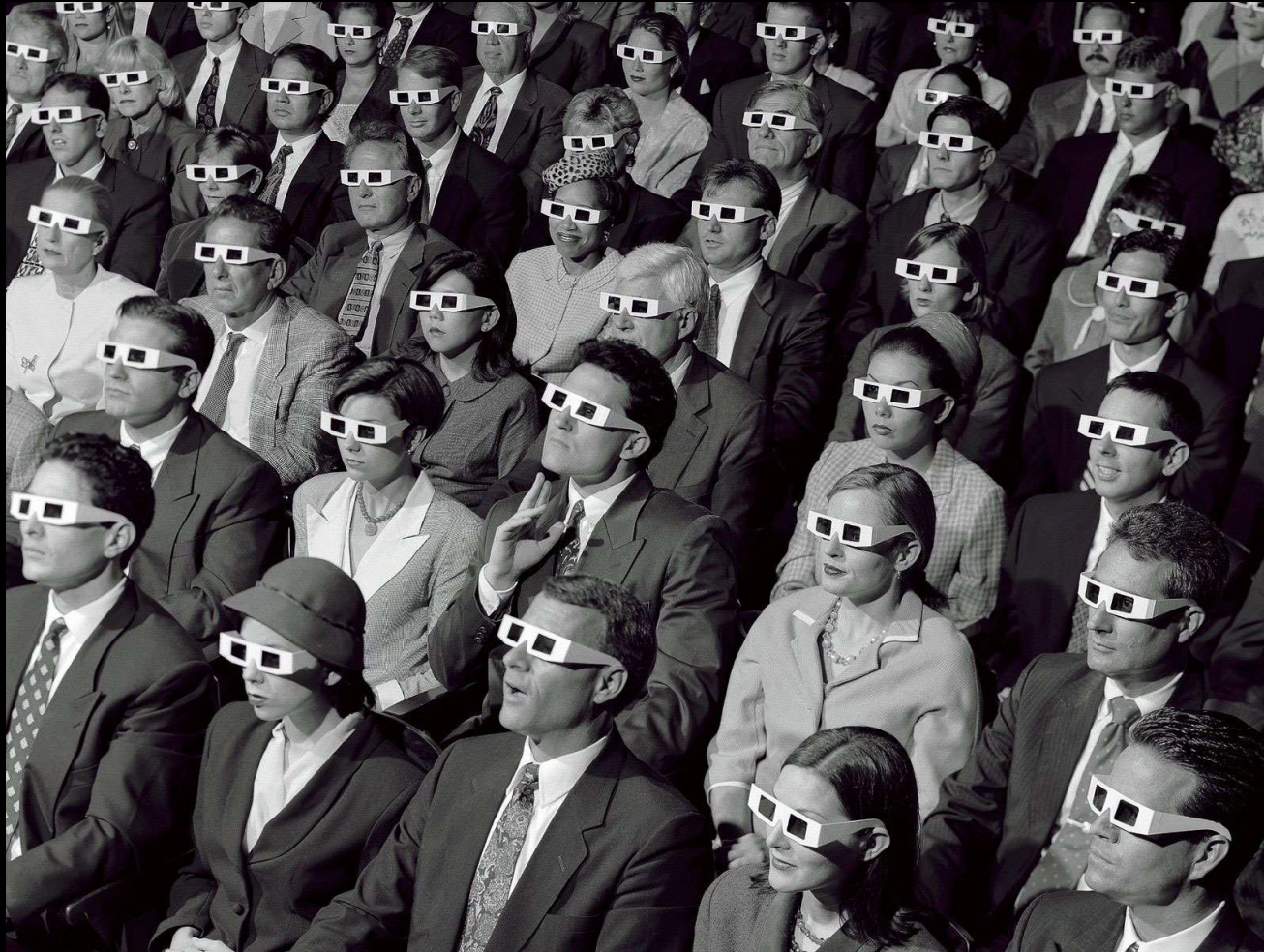
Wirearchy ~Jon Husband



Dual Operating Model ~John Kotter







<https://insight.npaconseil.com/wp-content/uploads/2017/10/audience.jpg>





21st Century Leaders

“...have a way of **building community and bringing people together to **co-create solutions**.”**

“They don’t talk about how their organization is structured, they focus on bringing their shared purpose to the world through their communities”

~Ayelet Baron



| | | |
|----------------------|---|-----------------------|
| Push | → | Pull |
| Explanatory | → | Inspirational |
| Message | → | Action |
| Passive audience | → | Co-creators |
| Areas & boundaries | → | Networks |
| Experts / Executives | → | Everyone |
| Determined endpoint | → | Open direction |
| Control | → | Freedom |

Microsoft Microsoft 365 Azure Office 365 Dynamics 365 SQL Windows 10 Tout Microsoft

Témoignages clients Rechercher

Yammer collaboration helps Sanofi Pasteur improve quality, make more life-saving vaccines

Microsoft | Microsoft 365 For business For enterprise

SANOFI PASTEUR 24 janvier 2017

Client: SANOFI PASTEUR
Partenaire: N/A
Produits et services: Office 365, Yammer
Secteur: Processus et ressources de fabrication
Taille de l'organisation: Très grande (> de 10 000 employés)
Pays: France
Téléchargements: Sanofi Pasteur Case Study, Sanofi Pasteur Infographic

Sanofi Pasteur is a global leader in people around the world. Sanofi Pasteur has always improved manufacturing processes, and crowdsourced innovative ideas to further improve and develop. The company is saving hundreds of lives, and continually improving waste, and continually improving people can benefit from its

“Employees connect around quality to share experience Yammer that the”

JANUARY 25, 2017

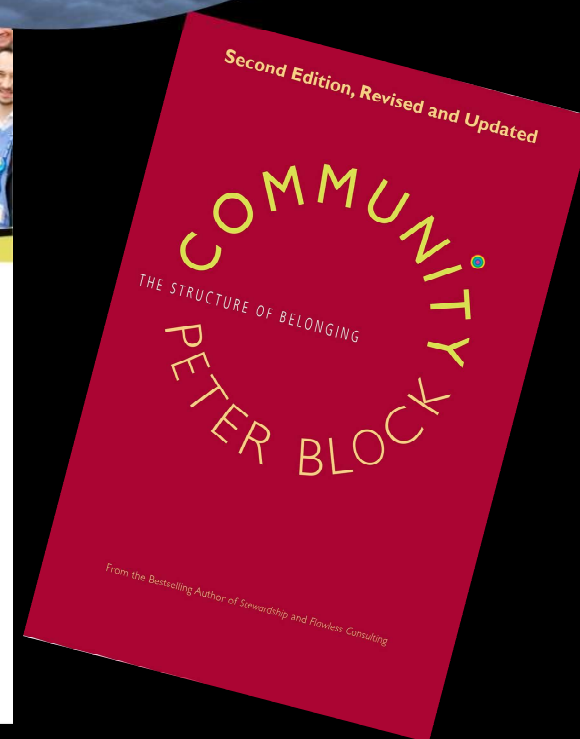
Sanofi Pasteur unlocks quality excellence and unleashes innovation with Yammer

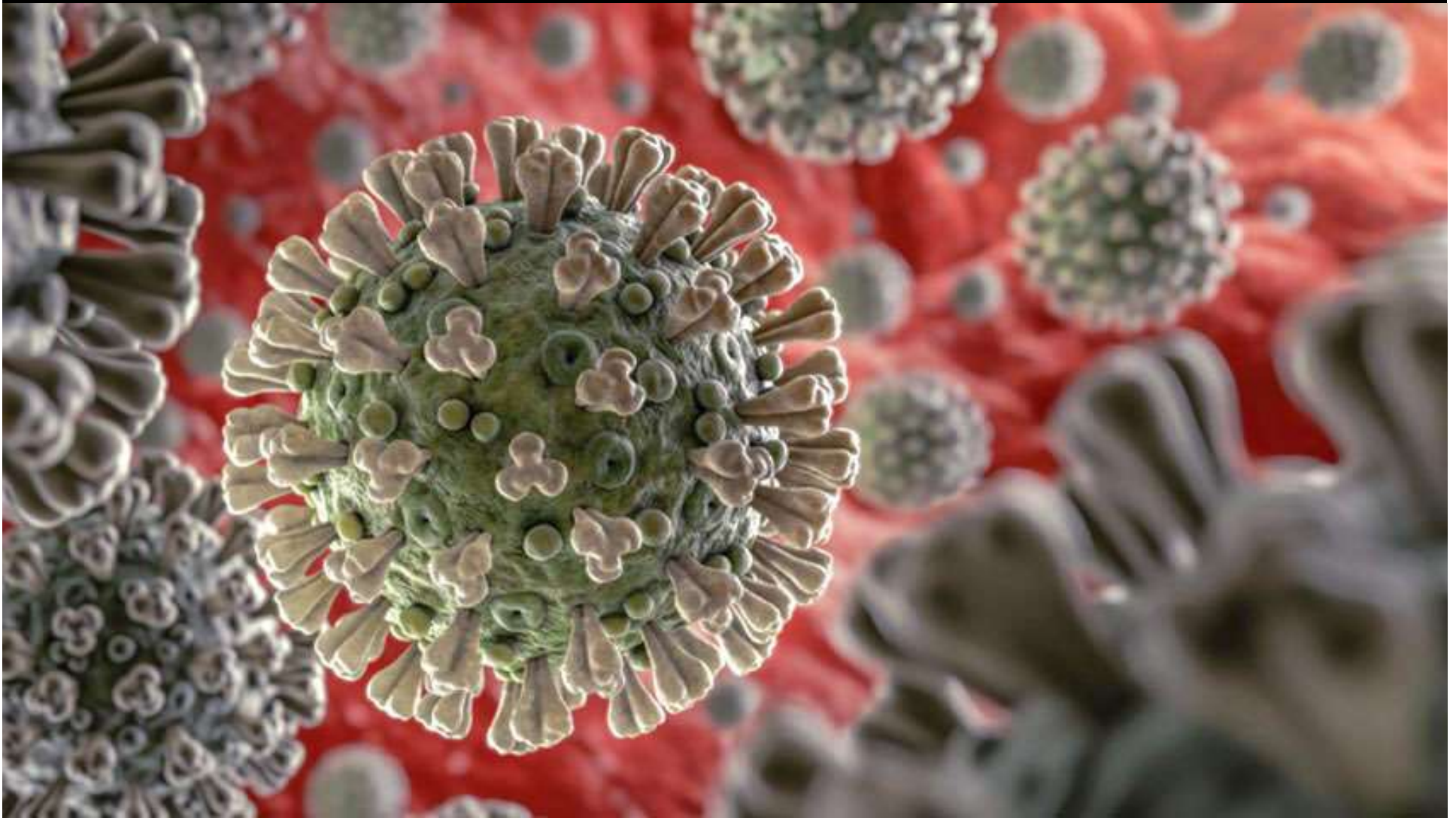
By Guest Author:

Today's post was written by Celine Schillinger, head of Quality Innovation and Engagement at Sanofi Pasteur.

Improving quality and performance are common business goals, but at Sanofi Pasteur, these goals have exceptional implications. As the vaccines division of a multinational pharmaceuticals company, we are responsible for creating rare, specialized products that prevent disease and save lives. When we improve any aspect of our business, we are also improving the lives of the people who receive our products. It's an enormous responsibility, and one that is getting a surprising boost from the Microsoft social networking tool Yammer.

Too often, corporate social networks are seen as not having real business value. At Sanofi Pasteur, we know that these networks can have tangible benefits that support our corporate mission. When we first discovered Yammer eight







“social distancing.”

It is, ironically, a systemically
non-systemic approach

~ Doug Stilwell

Drake University

<https://blog.deming.org/2020/04/systemically-non-systemic-covid-19-through-the-deming-lens/>



1. Systemic Leadership
2. Digital Diversity
3. Quality of Presence



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A vibrant, abstract splash of paint in orange, red, blue, and green colors against a solid black background. The paint is captured in mid-motion, creating a sense of energy and movement. The orange and red colors are more prominent, with blue and green splashes interspersed. The overall effect is one of dynamic, creative expression.

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Céline Schillinger

www.weneedsocial.com