

Action Engineering: The Power of Remote Collaboration

Several years ago, Jennifer Herron, the CEO of Action Engineering was using traditional paper sticky notes as a method of group brainstorming and working through projects and challenges as a team. As a consulting firm with clients all over North America, Jennifer tasked her staff with finding a digital alternative that would allow for remote collaboration - and that's when the team at Action Engineering discovered Stormboard.

"It's the speed of data collection that has really been the most helpful for us and for our clients."

The Challenges

The team at Action Engineering are no strangers to collaboration. Led by CEO Jennifer Herron, this group of business consultants and trainers sees the power of getting words and ideas out in front of people, and working together to find solutions. But with clients spanning the continent, and staff spread across the U.S., the team struggled to get everyone together consistently.

Led by one of Action's own Social Scientists, the team went in search of a digital tool that could help them bring the power of group brainstorming to a virtual environment — they found Stormboard in January 2019, and according to Jennifer — they aren't looking back. "We are planning on staying more remote and definitely using Stormboard going forward."

The Solution

Stormboard has changed the way that Action Engineering handles day-to-day work — both internally and with clients. "One of the reasons that my social scientist wanted us to brainstorm this way is because we are constantly with a bunch of subject matter experts, including myself, and I don't talk really well — I can't get my ideas out fast enough. But I can typically type them on sticky notes fast enough to kind of throw them out in order and then you can go deeper into it." For a business like Action Engineering it's key that the team can adapt to the situation or client, and their tools need to be able to do so as well. Jennifer notes that Action Engineering doesn't just use Stormboard for 'traditional' brainstorming, but also to help clients with Mission, Vision, and Objectives work, Pain Point collection exercises, Retrospectives, and ad hoc tasks and meetings that fit the needs and thoughts of the client at any given time.

Jennifer muses that the hundreds of templates available at Stormboard — and the ability to create and customize your own - are instrumental to Action Engineering's work. "We kind of make our own as we go — they are all kind of unique. They are unique for each customer and client. Sometimes we use the [pre-built] templates to spawn ideas and then we take it and modify it."

Action's use of Stormboard extends far beyond simply brainstorming and customizing templates too. Like many Stormboard users, Jennifer has a few go-to features that she relies on to make her day more efficient. "I love the reporting feature. That data dump right away is super helpful for us because we can get all of our ideas out there and then immediately send a data dump to a client and that's HUGE time savings for us."

The Result

Adjusting to a remote or virtual setting isn't always a walk in the park, but Jennifer has found that through their use of Stormboard, her team and clients alike are finding new ways to keep work fun and interesting. "It's kind of fun for people, I think. It's kind of fun for people to do that live collaboration. We always laugh because whenever anyone new gets into it, they ask, 'what are those little dots moving around the screen [Stormboard's Realtime Cursor Position function]?' And we are like, 'that's you guys!'"

Since adopting Stormboard and adjusting to life after COVID-19, Jennifer and the team at Action Engineering have not just adapted their day-to-day work, but have completely embraced the power of remote collaboration. "We actually had to upgrade our licenses for that, because we are not traveling at all and we used to be traveling consultants — we have moved entirely remote at this point."



Company Background

Colorado-based Action Engineering is a consulting and training company that helps their clients across Canada and the United States break away from traditional methods to transform their manufacturing practices.

CEO Jennifer Herron and Action Engineering work with a variety of businesses — both small and large to "achieve their Model-Based Enterprise goals by motivating stakeholders, delivering training, and providing business planning and implementation consulting services."

Testimonial

"We feel like we are all working together on one project, and I think it's really fun for people to do that. I would say, [Stormboard] is an essential team building tool because it allows everybody to have a voice."

— Jennifer Herron, CEO, Action Engineering

