Editor's Note: The following article by Thomas Crowley is a postscript from February's Top Right Drawer Feature Article by Tom Few, which introduced leveraging blockchain technology to a company's key performance index tracking system.

Blockchain Technology Increasing Organizational Performance

By Thomas Crowley, (Smart)

"Bow pair, give me a tap!" called our rowing boat's steersman, or coxswain as it's labeled in the world of rowing, as we sat quietly fidgeting in our eight-person rowing shell. Jacob, my fellow oarsman and I gently pulled at the water with our blades to realign our bow with the center of the River Thames. Any second now and the racing officials' cannon would fire and the fourth and final race of Torpids 2022 would be underway.

We had drilled technique, racing starts, and built a rapport rowing together as a crew for months leading up to this prominent race at Oxford University. Rowing is as much a pursuit of team unification as much as it is personal perfection. For the boat to move forward efficiently each person needs to perfectly complete their stroke and perform it in perfect unison with the seven other rowers in the boat. During practice, our coach would ride along the banks of the river and call out drills and feedback to help us sharpen our performance.

Like a racing shell, for sales organizations and businesses to perform at their best, every person in the organization needs to pull their weight, be cognizant of their team members, and row together towards a common goal. As an industry, our current approach to sales operations is cumbersome and dependent on a wide variety of tools and platforms, often strung together with spreadsheets and tribal knowledge. This creates various challenges for dealers and their reps, not the least of which include significant administrative overhead, business continuity risk, and exposure to human error in stitching together disparate systems. The average sales company has yet to be able to take the time to solve these problems themselves but is heavily constrained by time, resources, and the tools they have access to.

A tidal shift is hitting the markets. The development of blockchain technology is introducing new tools to the market to improve the efficiency, transparency, and resilience of systems. According to Merriam-Webster's dictionary, a blockchain is "a digital database containing information (such as records of financial transactions) that can be simultaneously used and shared within a large decentralized, publicly accessible network." By nature, blockchain and associated technologies (e.g., smart contracts; distributed ledger technology; tokenized, digital assets; etc.) create opportunities to streamline our sales operations, reduce costs, facilitate data ownership, and create more value for all parties involved.

Compass, a scorecard platform built by (Smart), is among the industry leaders leveraging blockchain-based technology to enable sales organizations to elevate their businesses. Currently, in closed alpha, Compass integrates with sales organizations' platforms to automatically aggregate and sync sales operation data, giving the users holistic and granular views of the status of a business without having to fuss with cobbled spreadsheets. Additionally, Compass facilitates a customizable digital rewards program to incentivize the sales activities and performance you deem important and introduce the reps to cryptocurrencies and blockchain. As a result, the users of Compass are empowered to make the adjustments they need to ensure that they are dialed in and pulling for themselves and their team.

Suddenly, the racing cannon echoes through my memory, snapping me out of my racing thoughts. We leaned into our blades, snapped off the starting line, and surged up the Thames! The clear goal and incentivization in the months leading to this moment prepared our team of oarsmen to perform to our fullest potential. Suddenly, before we knew it the race was over! Wadham's Men's III boat panicked, fell out of sync with each other, and we plowed past them securing the win!

An experienced leader, Thomas has a proven track record in product, strategy, team leadership, and complex systems innovation. He has extensive experience across diverse industries, including traditional finance (TradFi) and blockchain/web3. Currently, he leads product and strategy at (Smart), driving product-market fit through discovery, design, and operations. Thomas also serves as an advisor and leader in web3 projects, guiding organizations in developing tokenized solutions and transitioning to decentralized systems. He is passionate about empowering users through technology and user-centered design. Thomas brings a strong academic background (MBA - Oxford, Business Management - BYU) and proven track record from Wells Fargo Advisors to (Smart). He has worked in companies of all sizes from start-ups to some of the world's largest firms. He is an active community member and Node Operator of multiple blockchain projects.