



CHAIRMAN'S ADVISORY COUNCIL

A Summary of the CAC's Discussion of Workforce Related Topics for June 2019.

1

What is your strategy for retaining/renewing customers?

INSIGHTS



Identifying new opportunities results from staying connected to customers and getting feedback to better serve them. Speaking at conferences, sending out surveys, and using the feedback across the organization helps zone in on customer needs and determine how best to meet those needs.

Go where the customers are and let them drive your focus area. Take repeated steps back to make sure movement is in the right direction for them and you. Start small with a large company and grow from there. Land and expand!

Look at every interest the customers have and where they struggle as well as determine how likely you can apply those experiences to use cases for other customers. Tweaking your efforts continuously based on their feedback.

How do you mitigate risk?

2



INSIGHTS

Have a day-to-day awareness of what the pain points are within the company, an understanding of the possible things that could go wrong and a plan on what to do if these things happen..

Give thought to the MVP (minimum viable product) and the market propensity for it. High risk yields high reward depending on how well it is marketed.

Look at the metrics in terms of product market fit and the threads of who is involved and how to keep them connected. Manage risk by involving the key stakeholders and make them feel invested, listening to them and creating an experience with them.

3

How do you gather and utilize feedback?

INSIGHTS



Taking the time to participate in a company driven survey adds to the employee's ability to speak about the bigger picture of the organization and how it relates to their role. Choosing to learn more and participate beyond the minimum expectation fosters professional growth.

Quick and easy (5-7 questions) surveys with an expected time frame or progress bar for completing a survey provided helps keep people engaged to complete the survey. Results may be anonymized to get a higher click rate and shared via a blog, webinar or meeting.

Surveys and feedback are important in identifying what the factors are for success, not the tactics, but the characteristics of the process. It is iterative and involves the people in your chain.

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