



*Engage the C-Suite with a
Family Approach:
Build Your Business Using
Peers*

Cortnie Abercrombie @cortnie_cdo
Global Emerging Roles Leader, IBM Analytics, IBM

Roanne Neuwirth @RoanneNeuwirth
Senior Vice President, Farland Group

Agenda/Plan for Our Time

4:20 – 5:00 PM

- 10 min Engaging the C-Suite – What’s Different?
- 20 min Creating a Family of Peers – the IBM Approach
- 10 min Questions and Discussion



Engaging the C-Suite – What’s Different

The Case for Customer Engagement

- Only **29%** of B2B customers are fully engaged — that is, emotionally and psychologically attached to the companies they do business with. The other 71% of customers are ready and willing to take their business elsewhere. (Gallup)
- Gallup found that business units with high customer engagement scores outperform those with low customer engagement scores by at least 30% across six key outcomes:

↑ **50%**
higher revenue/sales

↑ **34%**
higher profitability

↑ **55%**
higher share of wallet

↑ **33%**
greater likelihood to be first choice
for future business

↓ **63%**
lower customer attrition

↓ **32%**
fewer days sales outstanding

Engaging this Audience: Why Are Executives Different?

The Executive Persona

- Have unrelenting demands on their schedule
- Spend most of their time in meetings
- Don't like to be pitched
- Need to sell decisions internally
- Trust their peers and inner circle
- Are very quick studies



What Executives Value

- Return on time invested
- Outcomes-based content and conversation
- Discussions to evolve meaningful content
- Prescriptive value and case-based discussions
- Peer input and relationships
- Connection to experts and higher value thinking

Source: Farland Group

What Executives Want

- Convene with peers and experts
- Get actionable and timely information on issues that matter
- See the proof of hard facts and credibility behind the information
- Hear more than the common wisdom and top-of-mind trends
- Participate in strategic discussions, not tactical conversations

Content, Co-Creation and the Power of the Peer

Collaborate and co-create with your executive clients to:

- Establish relevance and authenticity
- Enhance your role as an authoritative, trusted source
- Elevate your clients' voice and their impact
- Create a powerful force to build a market and deep client relationships



Creating a “Family” of Peers – the IBM Approach

The Challenge

Target, lead and create loyalty with a segment as it was just emerging and defining itself in the market...

Chief Data Officers

The CDO needs a t-shaped

skills set that combines business acumen with data or analytics skills



Source: The new hero of big data and analytics: The Chief Data Officer
IBM Institute for Business Value

© Copyright IBM Corporation 2014

The Family Approach

- Family: “what every family has in common is that the people who call it a family are making clear that those people are important in some way to the person calling them his/her family.”
- "Two or more people who share goals and values, have long-term commitments to one another”.

The Solution

Empower CDOs with answers and a tight-knit community to share, compare and network. [\[Embody Trust\]](#)

Inspire CDOs to new aspirations and create content & offers in context. [\[Lead the Way\]](#)

<h2>Lead</h2> <p>Success stories & tips</p> <p>Ursula Cottone: Going from compliance to competitive advantage Find out how data can be your enterprise asset.</p> <p>Jennifer Ippoliti: Building a data-driven culture Get tips on launching a data-driven culture.</p> <p>Data innovation can help you win Understand why CDO designers are winning.</p> <p>David Ho: Putting data to work in the healthcare industry See why the numbers speak for themselves in data governance.</p>	<h2>Offer</h2> <p>CDO Aspiration Modes</p> <ul style="list-style-type: none"> Data Integrator DATA for the enterprise Business Optimizer Data AND analytics for internal Market Innovator Data AND analytics for competitive advantage
<h2>Engage</h2> <p>Meet the members of our THINK Data Community</p> <ul style="list-style-type: none"> Derek Strauss CDO, TD Ameritrade Eugene Kolker CDO, Seattle Children's Jennifer Ippoliti Data Governance Leader JPMorgan Chase 	<h2>Scale</h2> <p>Campaign Planning</p> 

What's Different?

From Telling and Selling



To Collaborating



Shifting the Mindset: What Worked

- Enablement directly from CDOs
- Reorienting the content to the clients' challenges and opportunities
- Putting the clients – and only the clients – on stage
- Creating individual connections
- Re-educating and training the sellers
- Selling the results – again and again

Creating Shared Value and Success

Value to Marketing	Value to the Business	Value to Clients
<ul style="list-style-type: none"> ▪ Increased leads ▪ Earned media ▪ Customer stories ▪ Compelling content for articles, case studies, video, events ▪ Differentiated point of view ▪ Community of advocates and evangelists 	<ul style="list-style-type: none"> ▪ Faster sales cycle ▪ Client growth ▪ Increased share of wallet ▪ Improved client satisfaction ▪ Higher win rates ▪ More profitable client mix ▪ Revenue growth ▪ Market share growth ▪ New product ideas 	<ul style="list-style-type: none"> ▪ Trusted peer connections and community ▪ Insights on and contribution to advancing the dialog on key business challenges ▪ New, innovative ideas ▪ Personal and professional eminence ▪ More targeted, useful and valuable client experiences

The Key Benefits We've Received

- **Dominance in the CDO segment** – the “go to” source and partner – they come to us
- **Brand lift as thought leader and expert** – the power of co-created research and content
- **Deepened reach to new target audiences even beyond the CDOs themselves**
- **Increased sales and revenue**
- **Enhanced cross-selling** – increase in product/services mix and greater wallet share in key relationships



Questions?



- Cortnie Abercrombie
@cortnie_cdo
- Global Emerging Roles
Leader, IBM

- Roanne Neuwirth
@RoanneNeuwirth
- Senior Vice President,
Farland Group