

Using a Multi-Touch Framework for BR&E Relationship Building

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Post Mortem

A person wearing a dark suit and a blue tie is holding a rectangular piece of cardboard. The word "RECESSION" is written on the cardboard in a hand-drawn, blocky font using black marker. The person is standing outdoors, with green foliage visible in the background. The lighting is bright, casting shadows on the person's suit.

RECESSION

Survivors

Agile

Adaptive

Globally competitive

Lean

Technology focused

Workforce-centric



Fortune 500 Challenges

Rapid Pace of Technological Change 73%

Cybersecurity 61%

Increased Regulation 40%

Skilled Labor Shortage 36%

Geopolitical Risk 26%



Disruptive Forces



ARTIFICIAL INTELLIGENCE

**Annual BRE surveys fail
to keep pace with
dynamic companies**

A Static Approach...

October 2012			
Sunday	Monday	Tuesday	Wednesday
	1	2	3
7	8 Columbus Day	9	10
14	15	16	17
21	22	23	24
28	29	30	31

October 2013			
Sunday	Monday	Tuesday	Wednesday
		1	2
6	7	8	9
13	14 Columbus Day	15	16
20	21	22	23
27	28	29	30

October 2014						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13 Columbus Day	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

Who do you love?



A Multi Touch Framework

Social Media

Business Walks

Focus Groups

High Value Content

Traditional Outreach

500+ ↑

1

Traditional Outreach

One-to-one with a key decision maker

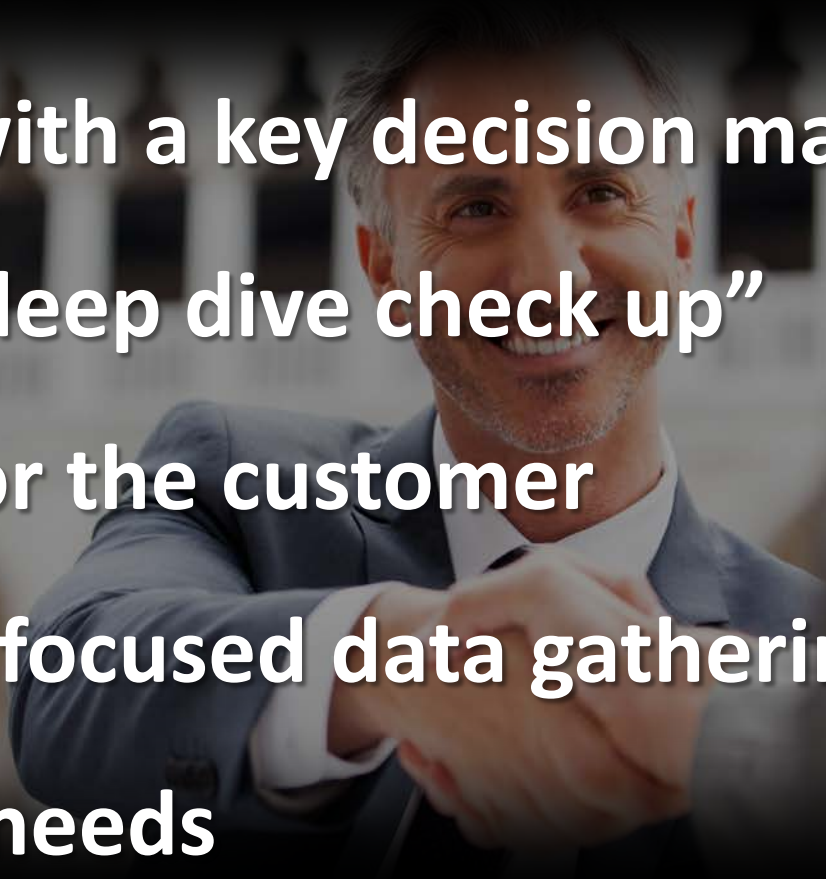
The annual “deep dive check up”

Value (ROI) for the customer

Not inwardly focused data gathering

Determining needs

Feedback on business climate



High Value Content

Many-to-many interactions/dynamic

Relevant, value added topics

Informal, social networking

Understanding needs

Feedback on business climate

Allows for customer segmentation

Focus Groups

Group interactions and dynamic

Built on common denominators

Synergies on overarching needs

Synergies on business climate

Allows for customer segmentation



Business Walks

Many-to-one interactions and dynamic

Geographically-based

Quick share and care session

Provides forum for many stakeholders

Allows for customer segmentation



Social Media

All types of interactions

Various “channels”

Used to disseminate information

For policy and/or strategy positions

To send “trial balloons”

Used to promote the market area



A Dynamic Approach...

2017

<div>January</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	Th	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					<div>February</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	Th	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28					<div>March</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table>	S	M	T	W	Th	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<div>April</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>Th</th><th>F</th><th>S</th></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	Th	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
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Focus Externally



Intersect Frequently



Provide Value

Value

Worth

fair and suitable eq
desirability, utility
being useful or de

