What Can I Do For You?

Supporting Customer Outcomes, Business Agility, Transformation & Agile Delivery

Fortune Buchholtz

"Our research suggests key success factors in winning organizations are empowering and spending more time on high-quality coaching interactions."

(People & Organizational Performance Practice, McKinsey report Jan. '22, https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/if-were-all-so-busy-why-isnt-anything-getting-done)

Benefits of Coaching

- Accelerates the learning curve for teams and new customers
- Facilitates customized team, product workshops and guidance
- Builds stronger, more trusting relationships in-house or with customers
- Develops business and team agility for faster time-to-value
- Supports customers to discover and utilize more features
- Guides customers to overcome obstacles that might otherwise create customer loss

- Enhances team cohesion and brand reputation
- Demonstrates your commitment to team and customer success
- Differentiates your firm's offerings through superior employee and customer experience

- Enhances staff and customer satisfaction and loyalty
- Drives higher customer lifetime value
- Increased product knowledge, skills, usage and engagement for teams and customers
- Reduced employee and customer churn rates
- Improved staff and customer onboarding and adoption

- Increases the likelihood of successful product or service delivery and implementation
- Encourages regular and effective use of your product or service
- Identifies at-risk customers early and escalates intervention
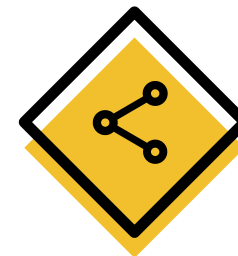
- Fosters a customer-centric culture
- Emphasizes the importance of customer success within the firm
- Encourages all departments to consider customer impact in their decisions
- Promotes a mindset of continuous improvement from customer feedback
- Fosters team purpose, commitment, motivation, engagement and improved collaboration for fast-flow value delivery

4 points where coaching interactions support teams, customers, decision-making, satisfaction, and retention.

01 Needs Assessment Facilitation

Coaching teams and customers during the needs assessment phase to guide and translate for them through a process of self-discovery:

- Holding workshops to support them in envisioning their ideal outcomes in a collaborative group.

- Guiding teams to consider both short-term and long-term objectives around product goals, code quality, code health, and engineering excellence.

- Guiding customers to clarify their needs for your product.

02 Product & Team Training

Hosting interactive trainings and forums on your product, ways of working, North Star strategy, white papers or case studies for your managers, teams, prospects, decision makers, customers, and stakeholders at their workplace or conferences:

- Collaboratively read papers or executive summaries as Amazon does, then support the group in discussion and reflection on how these experiences and data apply to your or their own organization.

- Participate in exercises to gain systems and team improvement insights.

- Summarize then gently host a medium dive into the analysis points in plain business language for leaders, stakeholders, and decision makers, giving Sales more time to focus on negotiating and completing deals.

- Hosting or supporting an increasing number of Meetups, podcasts and webinars with your presence and focus in a variety of targeted communities with the correct customer focus.

03 Implementation Support

Facilitate your leadership or your customers through implementation planning with Strategy Knotworking:

- Gathering necessary customer or team members together to work through a multi-day kick-start workshop where they collaboratively create their own realistic implementation strategy, including value realization goals and a risk focus with mitigation.

- Teach & share better-for-now practices.

04 Relationship Coaching

- Guiding customers through regular performance reviews, helping interpret their results, and assisting in finding optimization opportunities.

- Facilitating the use of advanced features and use cases as they grow with CodeScene.

- Supporting customers as they improve their code, coding, and teams together with CodeScene's unique features.

Build Community

Why a CoP?

While a Community of Practice requires ongoing management, the benefits for your managers, team members and customers are meaningful.

It's an investment in engaging and building stronger relationships within your teams or with your customers as we foster a culture of continuous learning, team growth, and improvement around your product or service.

Customer Benefit

- Product development insights
- Competitive advantage
- User-generated content for marketing and use cases
- Brand advocacy from members
- Market intelligence from customer conversations
- Scalable customer success
- Up-selling opportunities

Your Benefit

- Knowledge sharing
- Peer learning
- Collaborative problem solving
- Team networking
- Continuous innovation
- Continuous improvement
- Team building and workplace culture uplift
- Innovation and delivery flow
- Improved alignment, strategy and metrics understanding

Coaching and community can be business practices
to develop teams in-house or stay close to the customer. They
can also be billable additions to your client services.

THANK YOU!

Book me: Fortune Buchholtz