



Do you have a proven process for managing your Customer Advisory Board program?

A decade ago, when we set out to create a company with a single focus of helping organizations design and manage transformational customer advisory boards (CABs), we knew that the holy grail would be the creation of a unique methodology and repeatable process that ensures success time and again. With this mindset, we have continuously tweaked and improved our original CAB process model, incorporating all the best practices learned from 200 successful engagements.

"Ignite Advisory Group helps B2B marketers design programs that connect executives with their most strategic customers to maximize customer retention, sales, profits, and long-term market alignment."

FORRESTER®

Source: Forrester Research – "Establish Your B2B Advocate Marketing Goals Before Choosing Tech Suppliers", November 26, 2015

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At Ignite Advisory Group, as industry experts, we are often asked the following questions, by people who are both new to advisory boards and manage existing boards:

How do you...

- recruit more senior level decision makers?
- create a compelling agenda for board meetings?
- engage members in the program throughout the year?
- ensure it is a valuable investment of time for the board members?
- get internal commitment and resources to work on the advisory board program?

- professionally facilitate meetings to ensure everyone speaks and no one person dominates?
- get member to share openly when they may have competitors in the room? manage the costs of the advisory board program (travel, hotels, networking) with a tight budget?
- measure the Return on Investment (ROI) of a CAB?

The answer is simple, you need a **proven methodology** for running an advisory board program. It is impossible to build a thriving CAB that generates significant ROI without an outcome-based methodology in place. **Do you have a proven process and a well-defined project plan for the next 12-24 months of your CAB program?**

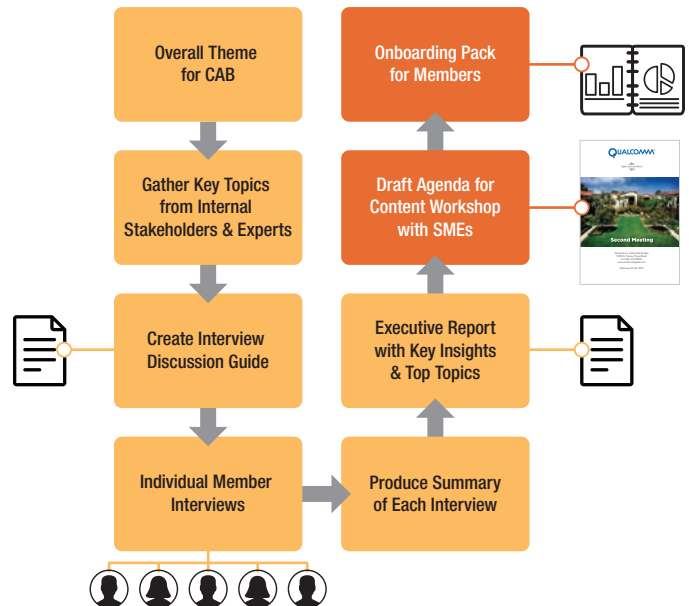
Ignite's Proven Process for Managing Customer Advisory Boards

Ignite's proven methodology for managing and evolving Customer Advisory Boards (CABs) includes a **4-stage process, encompassing 48 deliverables and measured by 20 metrics** to deliver a clear ROI. Ignite has developed this process from completing more than 200 advisory board engagements over the last 10 years. Each of the 48 deliverables is part of a well defined process managed by an experienced Ignite consultant (see the example stage one and agenda creation processes below) and contains a turn key template, along with best practices and associated performance metrics.

EXAMPLE STAGE ONE PROCESS

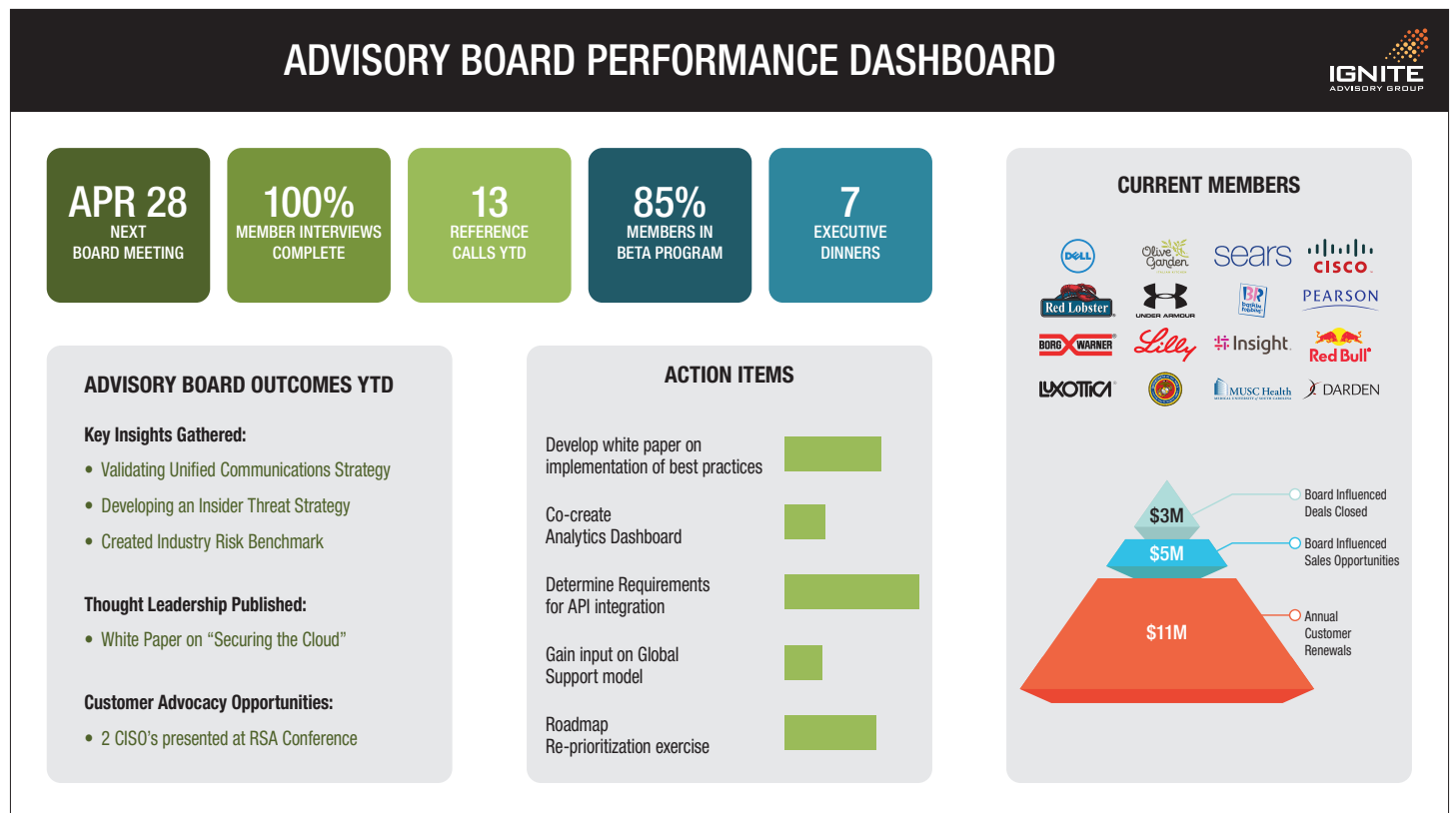
Phase I: Strategy & Design	Ignite Template
Strategy Workshop	Workshop Agenda
Program Planning Meeting	Program Plan
Internal interviews to establish objectives & key topics	Interview
Develop Theme	Client Journey Map
Scorecard and Success Metrics	Scorecard
Ideal member Profile & Selection Criteria	Member Profile
Charter & Governance Structure	Draft Charter
Align with Executive Sponsor	Final Charter
IGNITE METRICS Effective Charter and Operating Platform; Executive Alignment on goals/objectives/metrics; Finalized recruitment criteria; Agreement on dates and location for first meeting	

AGENDA CREATION PROCESS



An Outcome Based Approach that Drives to a Positive ROI from Year One

Ignite's outcome based methodology focuses on the desired outcomes of the advisory board from day one of the program. During the design stage, your business growth drivers and customer success drivers are translated into a set of key success metrics for the advisory board. We use these metrics to create a performance dashboard, like the one below, to track all the agreed action items, the level of member engagement, critical success factors and the ROI of the CAB over time.



For concrete examples of CAB program successes, please refer to the Ignite Case Studies document.

How will the Ignite CAB process generate ROI at your organization?

Ignite's Advisory Board Management process is so widely adopted it has become an industry standard in many sectors, from startups to Fortune 500 corporations. The Ignite CAB process has worked successfully for all types of advisory boards including Client Advisory Councils, Technical Advisory Boards and Partner Advisory Councils, whether the board has been running for many years already or is just starting up.

Some of our clients that successfully use the Ignite CAB process

- ABB
- Adobe
- Aetna
- Akamai Technologies
- Amazon Web Services
- Appirio
- Arbor Networks
- ARI Fleet
- Atrion
- AVI-SPL
- Bell
- Blackbaud
- BNY Mellon
- Brocade
- Calabrio
- Carbon Black
- Cerner Corporation
- Charles Schwab
- Cisco
- Commvault
- Dell
- Dell Boomi
- Dell Software
- Dristeem
- DTI Epiq
- Ellie Mae Inc
- eLoyalty
- EMC
- Emerson Network Power
- Equifax
- Essilor of America
- Fiserv
- Forcepoint
- GE Software
- Guidewire
- HID Global
- Hitachi
- HP
- Indeed.com
- INDECO Group
- Information Builders
- Intel
- Intel Security
- InterContinental Hotels Group
- Iron Mountain
- Jive Software
- LexisNexis Risk Solutions
- Limeade
- Newforma
- NICE Systems
- O3b Networks
- Omnictracs
- OnCall International
- Oracle
- OSIssoft
- Pearson English
- Pershing
- Personify Corporation
- PHT Corp
- Pindrop Security
- PNC Bank
- Poppulo
- Progress
- Qlik
- Rackspace Hosting
- Renaissance Learning
- RGIS
- Riverbed Technology
- Ryder
- Safe Banking Systems
- SAP
- Shiftwise
- Siemens
- SIRVA Worldwide
- Skybox Security
- Sungard Availability Services
- Swiss Re
- Symantec
- Sysmex America
- Tenable Network Security
- Thermo Fisher Scientific
- Thomson Reuters
- TransUnion
- U.S. Bank
- Verizon Enterprise
- Verizon Wireless
- VMware
- WEX
- Xerox
- Xerox Legal Services

Contact Us Today to Discuss Your CAB Program

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