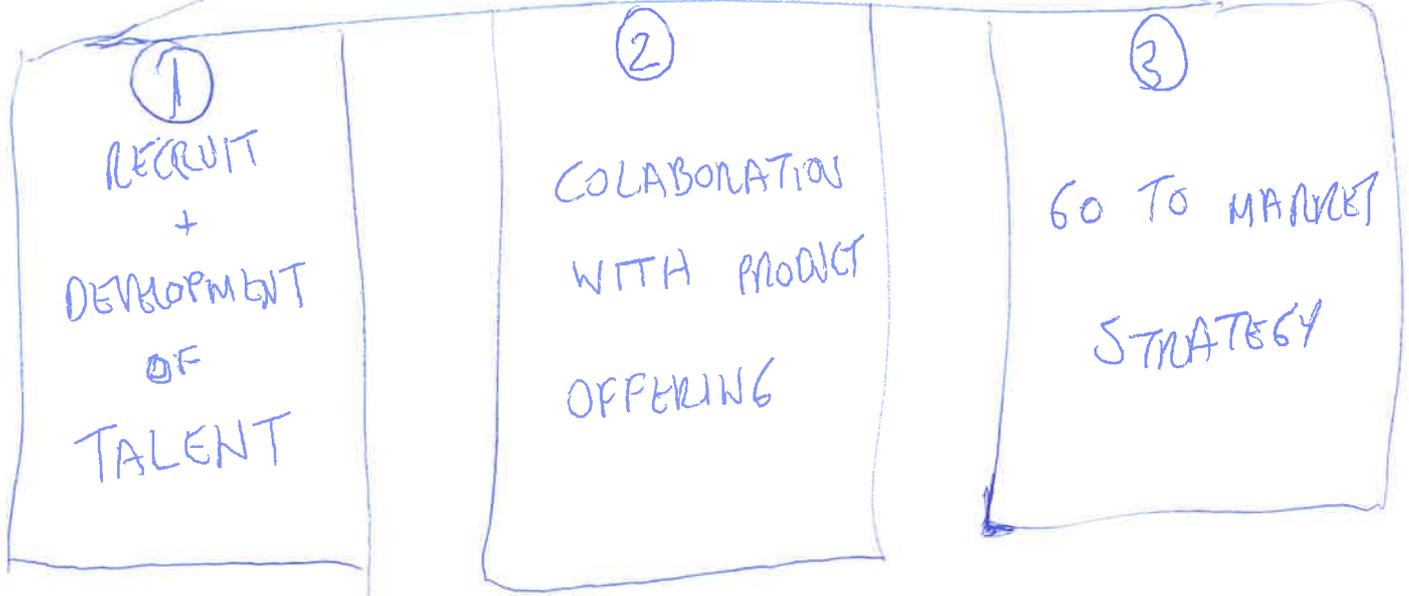


STRATEGY.

SUCCESS



- ①
- STRONG CULTURE & VALUES.
 - TALENT MAGNET. AS A STRONG BRAND IN THE MARKET.
 - WORK HARD & PLAY HARD. FAIR EVALUATION AND KPIS FOR THE TEAM AND COMPANY.
 - CAREER PLANS AND ONGOING DEVELOPMENT.

- ②
- KEY INPUTS FROM OUR MARKET TO HELP AND DEVELOP A PRODUCT THAT CUSTOMERS LOVE.
 - GROW BUSINESS WITH COLLAB X-LOD IN THE COMPANY.

- ③
- = EVOLUTION OF OFFERING TO THE MARKET AND HOW TO POSITION IT WITH CURRENT COMPETITORS.
 - B2B = MARKETING AND SALES WORK TOGETHER.
 - CLEAR RULES OF ENGAGEMENT. (NO GREY AREAS = NO PROBLEMS)

TACTICAL APPROACH

BIZ.
GOALS

1) TALENT
PRIORITIES

2) BUSINESS
CONTROL
AND PLANS

3) "CUSTOMER"
FIRST.
APPROACH

- 1) {
- COACH + LEARN FROM ME + PEERS (SHARE SUCCESS)
 - FACILITATE OTHERS JOB (BE THAT PERSON THAT REMOVES THE BLOCK FROM THE ROAD.)
 - PREPARE THE TEAM TO TAKE NEXT ROLE.

- 2) {
- TAKE OWNERSHIP AND BE ACCOUNTABLE.
 - WORK ON 1:1 BASIS AND GROUPAL SESSIONS.
 - UNDERSTAND CLEARLY WHAT CUSTOMERS NEED.
 - SET UP BUSINESS KPI'S AND EVALUATE THEM WEEKLY
 - BE THERE WHEN ANY TEAM MEMBER NEEDS ME.

- 3) {
- NET PROMOTER SCORE AS KPI FROM OUR CUSTOMERS
 - CONSULTATIVE SELLING. "BE VALUABLE TO CUSTOMERS"
 - SET UP PLANS FOR CUSTOMERS AS EMBASSADORS
 - REFERENCING
 - CUSTOMER PARTICIPATION IN MKT. INITIATIVES.