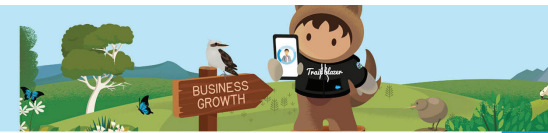


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# Business Growth Customer Council

24<sup>TH</sup> November 2021



SO THRILLED WE'RE HERE!

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BUSINESS GROWTH

SUSTAINABLE



CHALLENGE



AGILE



TRANSITION



SCALABLE



CULTURE



SIMPLICITY



RESPONSIBLE



EDUCATION



HOW CAN WE HAVE AN IMPACT ON OUR WORLD?

Canva

THE GOAL: TO DEMOCRATISE DESIGN

accessibility empowering the world for everyone

VALUES FRONT OF MIND

a TEAM COLLABORATIVE ENVIRONMENT

VIRAL ADOPTION (FORTUNE 500)

HUGE PHILANTHROPIC STEPS

ENCOURAGING THE PRODUCT & SALES TEAMS TO WORK TOGETHER

SLOWING DOWN AND SOLVING PROBLEMS

WE NEEDED TO CHANGE & RESTRUCTURE

POST COVID OUR PEOPLE ARE WORKING REMOTELY, MORE FREQUENTLY

SERVICE LEVELS AND THE CUSTOMER SUCCESS JOURNEY!

METRICS?

KPI's on NUMBER OF USERS & OUTPUT

EVOLVING EDUCATION

the INTERACTIVE NATURE

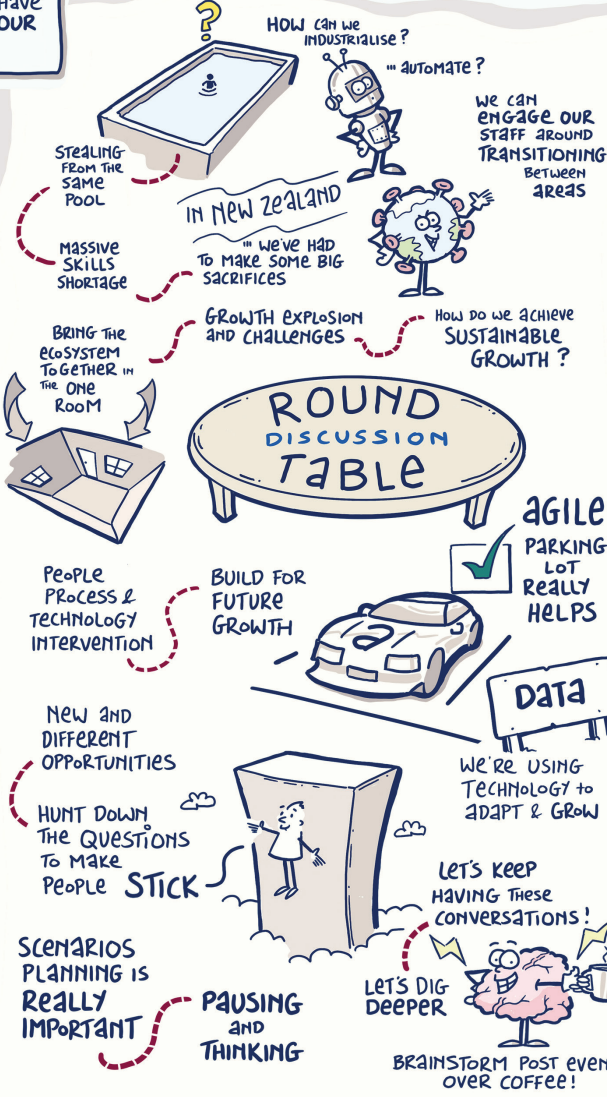
CUSTOMERS

BRINGING EACH OTHER INTO OUR WORLD

CREDIT TO THE OPENNESS OF THE TEAM

SPENDING TIME

HOW DO WE HAVE THE BIGGEST IMPACT?



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TRANSITION IS REALLY KEY

a CONSTANT STATE OF FLUX

SIMPLIFICATION STRATEGIES NEED TO BE EMBEDDED IN THE SYSTEM

IT CAN BE PAINFUL

UNPICKING THE PROGRAM FINDING THE IMPEDIMENTS THAT MIGHT STOP YOU DOWN THE TRACK

TRANSITION IS A CULTURAL CHALLENGE

LOOK FOR HIDDEN MINES

PRE-PLANNING PRE-MORTEMS

ADDRESSING THE GOTCHAS!

SECURING RESOURCES

BAKE THEM IN!

MINDSETS

INJECT FUN

WE'RE NOT ALONE IN THIS

WITH AN AMAZING TEAM

LET'S KEEP CONNECTING!

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DUNCAN  
McINTYRE

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GAYAN  
BENEDICT

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Check out our Business Growth Resource Centre available at  
[sfdc.co/business-growth](https://sfdc.co/business-growth)

