



CEO, BIG Consulting
Former Business Engagement
Manager
Professional and Personal Life
Coach
Business Engagement “Guru”
Motivational Speaker
Author

Ashley Johnson Cross





INNOVATION.....

What is it?

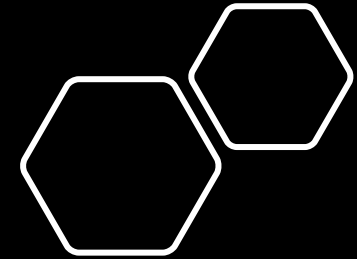
How do we do it?

innovation

noun in•no•va•tion

1: the introduction of something new

2: a new idea, method, or device





INNOVATION

Innovation is converting creative ideas into desired outputs.

CREATIVITY

Creativity is the generation of new ideas.

INVENTION TO INNOVATION

Invention is the creation of a new idea or concept, but innovation is turning that new concept into commercial success or widespread use.





- Response** – The knowledge that someone understands your problem and is ready to solve it
- Service** – The ability to clearly spell out the details while eliminating all of the risk (or perceived risk). Can also affect the credibility and trustworthiness of the company depending on how well they handle service-related needs.
- Quality** – A consistent formula that results in well-made products or services that help the customer achieve their goal(s)
- Price** – An assigned value that's clear, practical and competitive
- Time** – The product or service is dependable, has a sensible learning curve, demonstrates clear return on investment in a shorter period



Have we
successfully
offered value
to the
customers
we engage?



$$\begin{array}{c} \text{V} \\ \text{(VALUE)} \end{array} = \frac{\begin{array}{c} \text{Q} \\ \text{(QUALITY)} \end{array} + \begin{array}{c} \text{S} \\ \text{(SERVICE)} \end{array}}{\begin{array}{c} \$ \\ \text{(COST)} \end{array}}$$

VALUE STATEMENT



VALUES

ENERGY

Capture opportunities and make things happen.

EXCELLENCE

Do things better than anyone else in our industry.

EXCITEMENT

Foster openness, respect and trust to create excitement.

MISSION

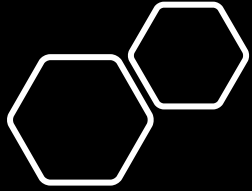
We provide lifecycle power solutions to enhance our customers' business, whilst creating better technologies that benefit both the customer and the environment.

VISION

We will be each of our customers' most valued business partner.

We have what you need.

It's just that simple.



SUPPLY AND DEMAND!



Recruitment

Discovering the source from where potential employees can be selected.

DEMAND INDUSTRIES



Research demand industries based on business demographic.



Top Ten.



Labor Market Information is only as good as your ability to supply.



Sweet Three.



What would you
say are the top
DEMAND
industries
trending in VR at
this time?

VR Client Referrals



Shotgun approach vs. Targeted
Approach



Caliber of the client

Business Referrals

- Business Engagement is an agency goal not a section goal
- Referrals tied to performance evaluation
- Business to Business referrals
- Recognition for quality referrals and requisitions



STRATEGY



['strætɪdʒɪ]



1. A plan of action or policy designed to achieve a major or overall aim.

Have we
successfully
included
INNOVATION as
a necessary
component of
our STRATEGIC
PLANS?



STRATEGIC PLAN



Inputs

Outputs

Process



Results

Measure outcomes
not activities

Follow up and follow
through

20 for 20





Catering to Core Customers

Introducing the Customer Trio

Dual Customer Approach

Business as customer

Client as customer



Who's missing?

The background of the slide is a large, irregular orange watercolor splash. The splash is centered and has a textured, painterly appearance with various shades of orange and some darker spots. The text "The Counselor" is written in a white, sans-serif font, centered within the splash.

The Counselor



Why has it
taken us this
long to identify
the missing link
in business
engagement?

Customer Trio



Business Customer



Counselor



Client

Catering to the Counselor



Business
Engagement Training



Cross Training



Field Trips



Recognition

Catering to Business



Speak the language of business



RESEARCH the business



Provide supply for the demand of business



Recognize the business for partnership

Catering to the Client

01

New client
orientation
(expectations and
collaborations)

02

Labor Market
Information

03

OJT/Work
Experience

Coping with COVID

- Virtual career fairs.
- Recommendations to business virtual tours.
- Virtual job descriptions.
- Essential job functions.
- Spotlight Companies who have more than a “spot.”



Contact to CONTRACT:

- Ashley Cross
- Email: bebigonpurpose@gmail.com

