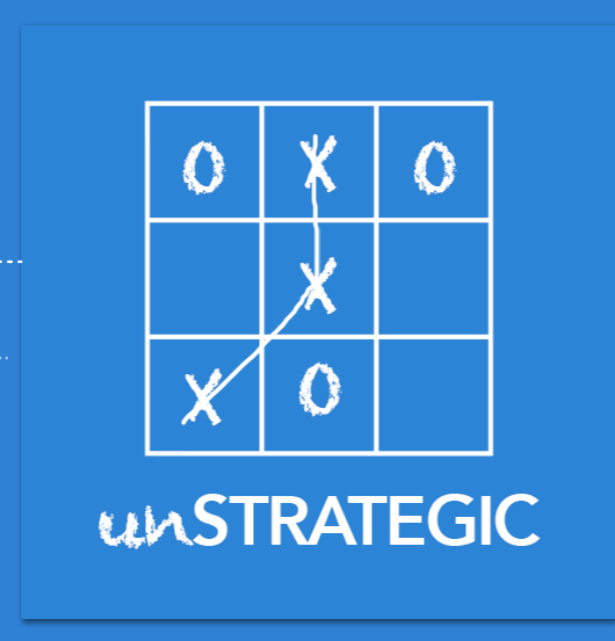


Client Acclimation Framework



- Construction**
- Cognition**
- Community**
- Collaboration**

16 HOURS
approx. 2 working days

4 PHASES
to completion



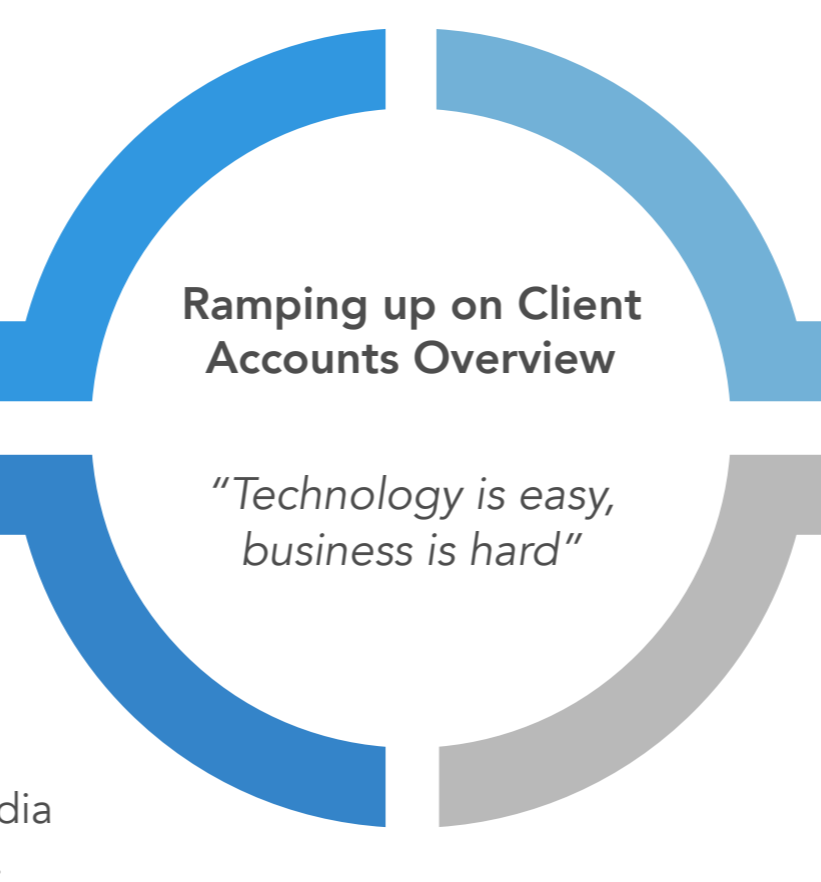
Ramping up on Client Accounts

Construction
Construct views of your client's business, industry, and markets. Collect and catalogue pertinent information (articles, studies, etc.)

Cognition
Efficiently read & scan catalogued data to extract relevant information, while asking probing questions to uncover more valuable insights.

Community
Browse and engage the online communities, forums, and social media accounts to understand near to real-time concerns, needs, and expectations of the users and markets.

Client Collaboration
Create a collaborative questionnaire, based on your current research, to send to your client. The goal is to communicate intelligently with them to gain more insight.



PHASE 1 Construction

approx. 2-3 hours

<p>Construct Views of:</p> <ul style="list-style-type: none"> Client Industry Markets 	<p>by searching</p> <p>On Google & scanning references sections on Wikipedia</p>	<p>other sites to view</p> <ul style="list-style-type: none"> mckinsey.com strategyand.pwc.com HBR.org youtube.com scholar.google.com 	<p>Catalogue & Categorize articles, publications, etc. into Market Overview, Behaviors, and Trends</p> <p>Catalogue & Categorize articles, publications, etc. into Industry Overview, Standards, Trends, and Terminology</p>	THE GOAL
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Cognition PHASE 2

approx. 5-6 hours

<p>Check the...</p> <ul style="list-style-type: none"> Reliability of Source Publish Date (newer ones first) 	<p>Uncover themes</p> <p>Scan whole article first. Read title / sub-titles. Scan paragraphs. Extract 4 pieces of info from each article.</p>	<p>Methodical research</p> <p>Read 3 articles to 1 audio/video per hour. Ask yourself questions to get insight and uncover more data points.</p>	<p>Create Top 10 list of Industry Need-to-Knows</p> <p>Create Top 10 list of Market Trends & Behaviors</p>	THE GOAL
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PHASE 3 Community

approx. 5-6 hours

<p>Visit these sites</p> <ul style="list-style-type: none"> reddit.com quora.com Stack Exchanges Social Media 	<p>Search thoroughly</p> <p>Use the online community search functionality to find recent insight and subjective needs, wants, expectations of users</p>	<p>Use social wisely</p> <p>Start with Twitter. Move to FB & LinkedIn. Stay away from extremes. Read product/service convos. Scan most engaging posts</p>	<p>To get a better view of what is going on in your client's world and connecting with the markets' needs, concerns, and expectations.</p>	THE GOAL
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Collaboration PHASE 4

approx. 2-3 hours

<p>Use knowledge</p> <p>To come up with very well informed questions to ask your clients</p>	<p>Create Questionnaire</p> <p>Use for client on boarding in account management. Use in a project kick-off meeting or sales discovery. Or send to client.</p>	<p>Wise Questions</p> <p>Limit the amount of questions to not overwhelm your client and to get good answers</p>	<p>Be seen as an expert in your field and also as an intelligent business partner that's ready to help your clients grow</p>	THE GOAL
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