AMANDA BERGER

CHIEF CUSTOMER OFFICER
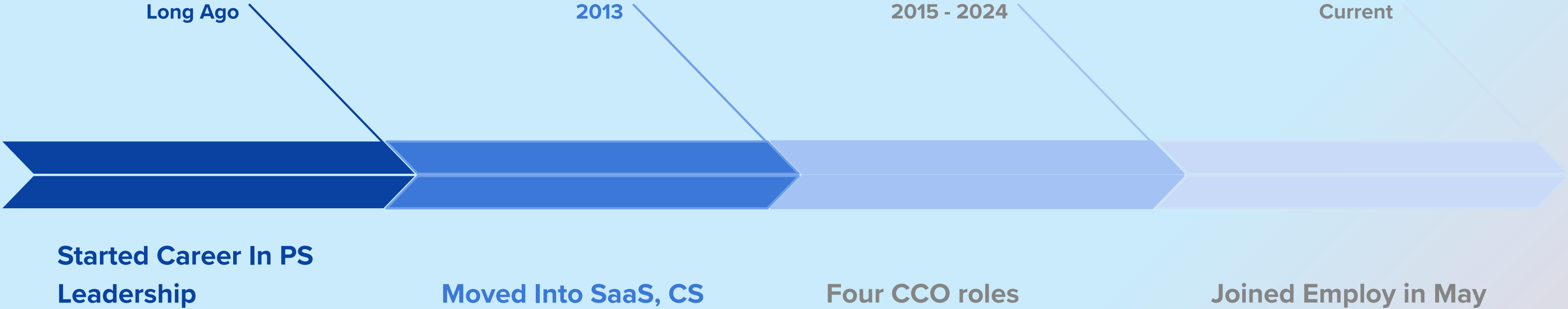
EMPLOY

Navigating Your New Role - Effective Strategies for the First 90 Days as a CS Leader

CS**100**SUMMIT

A Little About Me

Long Ago

2013

2015 - 2024

Current

Started Career In PS Leadership

Moved Into SaaS, CS

Four CCO roles

Joined Employ in May

I have made
A LOT of mistakes

Mistakes are magical

So You Are Starting a New Head of CS Job...

CS — Someone has been likely covering - now what?

Exec Team — Partnering with key players

Larger Company — Understanding the importance of your role

What Do You Need To Know

1
What happened before you?

2
What are the challenges?

3
What do you need to accomplish?

Data

Assessing the Team

Management Team

Openness to new leadership, Role Clarity, Accountability

Overall Team

How has the team been managed? Getting to know them

Meeting Customers

Who sets it up?

Prioritizing

1. How quickly do you need to move?
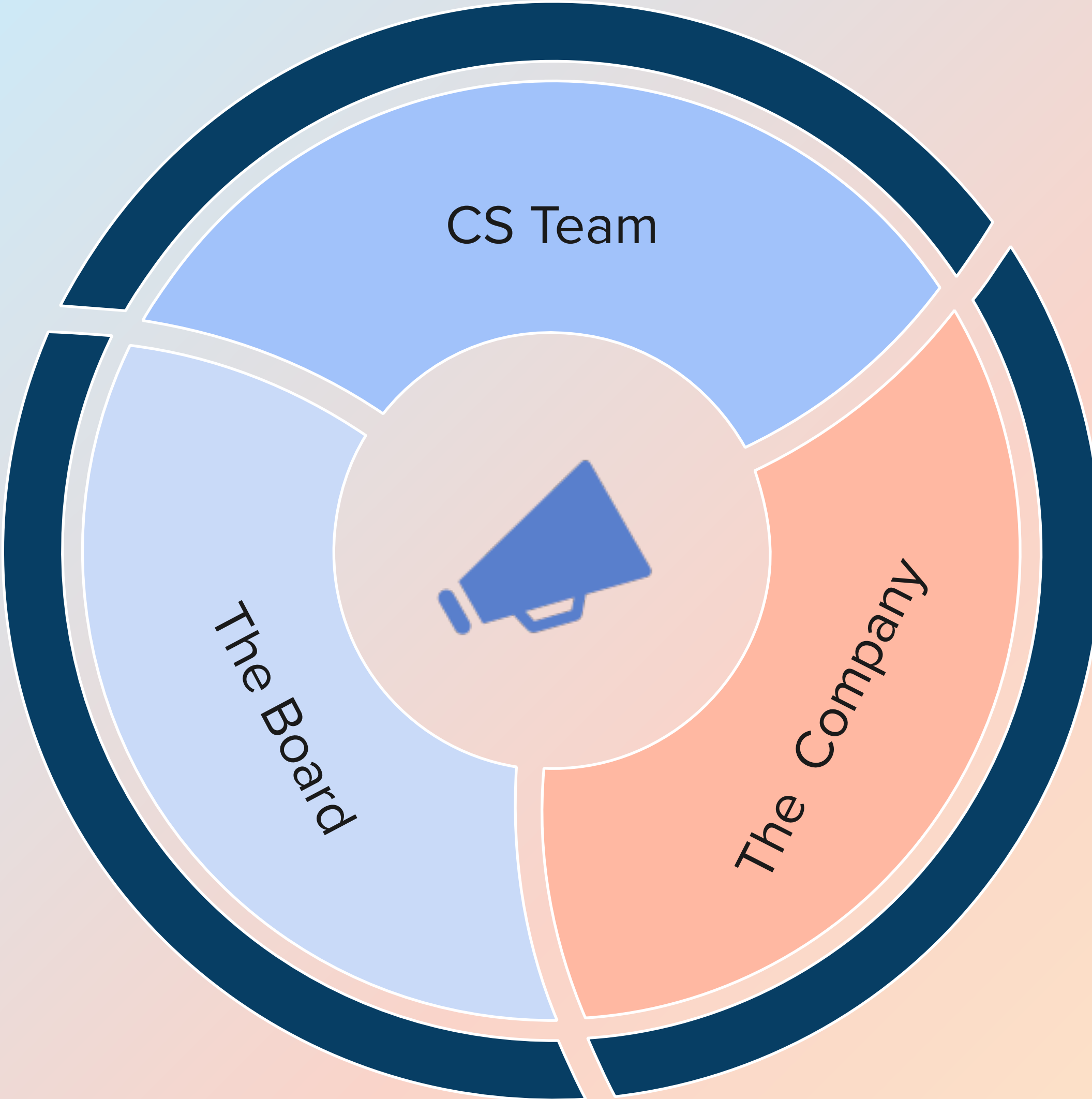
2. Bringing your team along

3. What to tackle first?

PRO TIP!

Creating a Plan

1. Time vs. Impact Analysis

2. Low Hanging Fruit

3. Immediate Focus Areas

Communicating your Plan

Establishing How You Will Communicate

Channel	Content	Frequency
Slack
Emails
Videos	OKRs
Other metrics	Weekly
Monthly
Quarterly

Biggest Lessons

1. Modifying comp structures is a BIG decision

2. No matter what role you are in you need to build trust

3. Listen, then take action

Act Like a Novice - What Can You Do TODAY

1. Establish your own strategic pillars

2. Set KPIs and show progress

3. Find ways to be vulnerable and establish trust with your team