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SVP CUSTOMER SUCCESS AND COACH

CONVERSICA

## **The Success Squad: Build, Hire, and Grow Your Best CS Team Ever**



CS100SUMMIT



# About Me



## Quick Professional Bio:

SVP of Success at Conversica/Certified Coach

## Customer Success Experience

7+Years @ Google

6+ Years @Salesforce

**Facilitate** Personal Branding, Manager Coaching, Self Empowerment and Career Planning Sessions

**Industry Focus** on Gaming, Entertainment and Telecom





# Imagine Your Best CS Team Ever...



**Build**

**Hire**

**Grow**



Vision



Values



Rules of the Road

# Create your own Vision



- Be **clear** and **concise**. Your vision should be easy to understand and remember.
- Be **aspirational**. Your vision should inspire people to strive for something better.
- Be **achievable**. Your vision should be something that is realistically possible to achieve.
- Be **flexible**. Your vision should be adaptable to change.



**Customer  
Empathy**

**Growth**

**Learning from Others**

**Teamwork**

**Preparation**

# **What are Your Team's Values?**

**Collaboration**

**Bias to  
Action**

**Data-based Decision  
Making**

**Adaptability**

**Presence**

**Honoring Diversity**





# Rules of the Road



- The Customers Need To Feel the Love
- We Share in the Success
- Come with a POV
- How We Show Up Matters
- Make This The Best Team in the Universe
- Feedback is Critical and Bi-directional
- Live in an Atmosphere of Growth
- Support points with data





# Hire - Infusing your team values into the hiring process



## Job Descriptions



## Candidate



## Interview Process







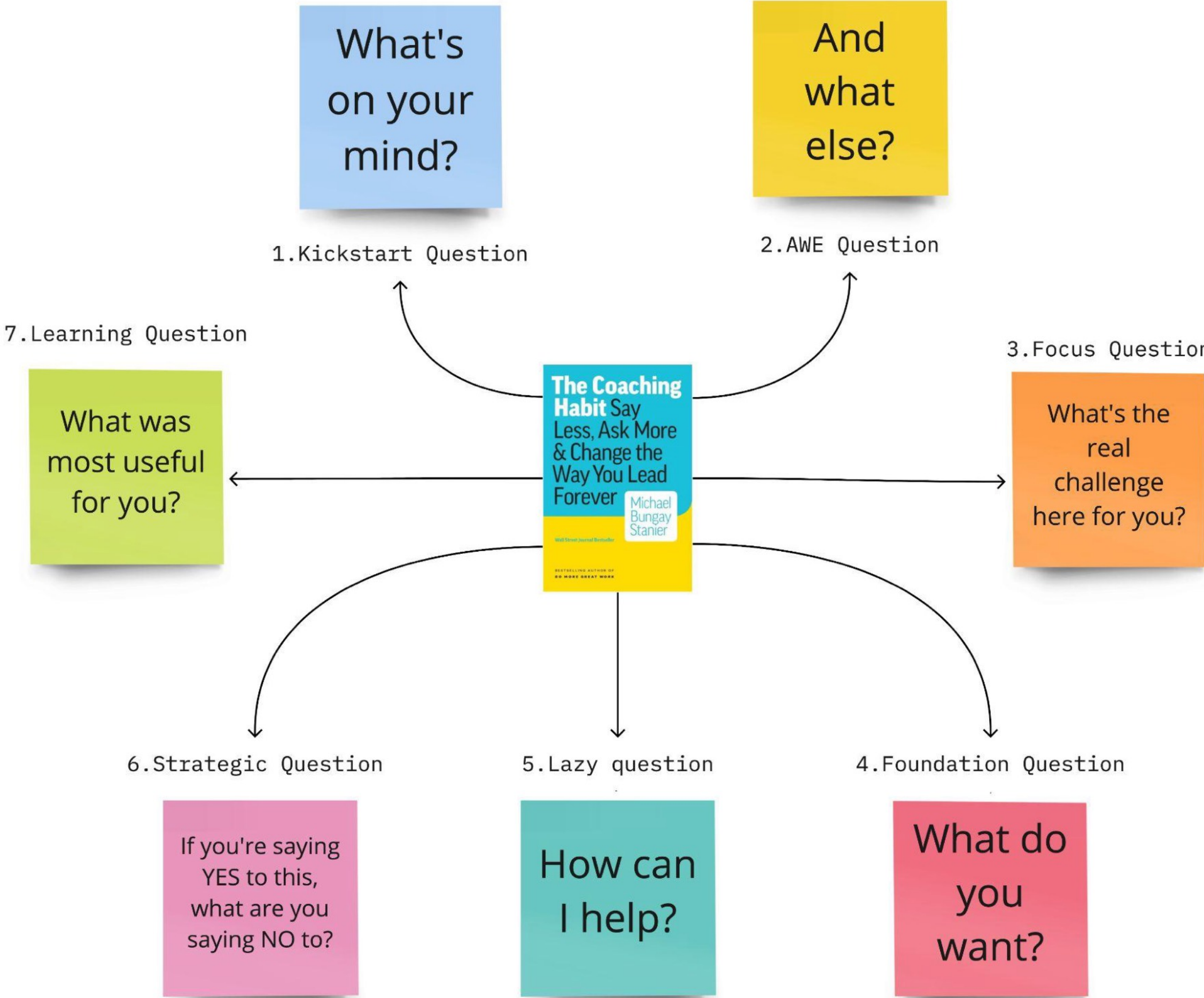
Coaching for Leaders

Personal Branding

Executive Presence



SOURCE: International Coaching Federation





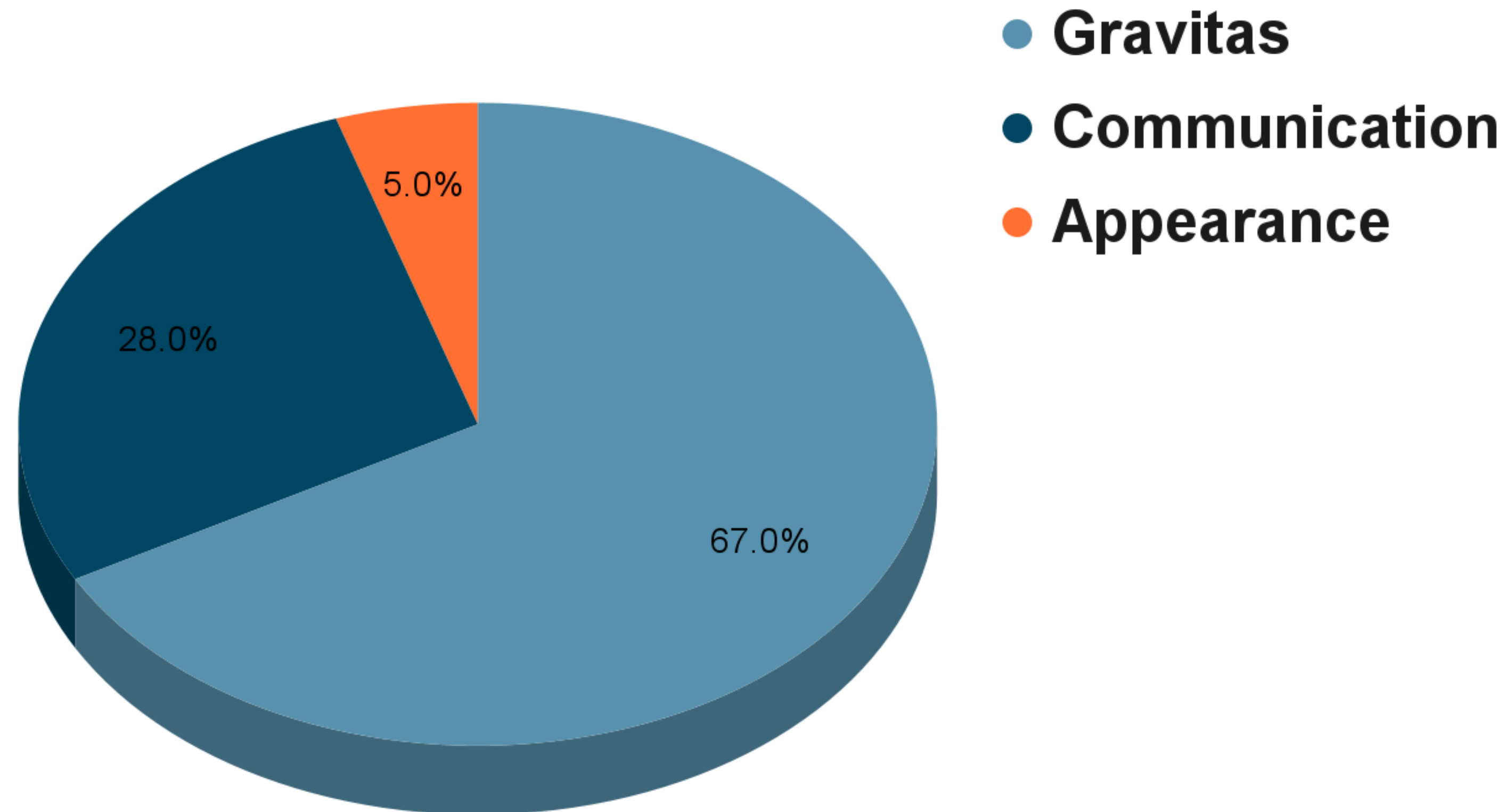
# What is Personal Branding?



**Your strengths +  
Your values +  
How you bring these to life  
= Your Personal Brand**

“A personal brand is your promise to the marketplace and the world. Since everyone makes a promise to the world, one does not have a choice of having or not having a personal brand. Everyone has one.” - Tom Peters

# Executive Presence



Gravitas: How you act

Communication: How you write and speak

**Appearance:** How you look or seem to other people

SOURCE: Center for Talent Innovation



# Putting it all Together



## Build

### Create Your Own:

- Vision
- Values
- Rules of the Road

## Hire

### Infuse Your Values into Your:

- Job Descriptions
- Candidate  
Screening
- Interview Process

## Grow

### Develop Your Team:

- Coaching Training
- Personal Branding  
Training
- Executive Presence  
Training



**Thank You!**

**Q & A**

