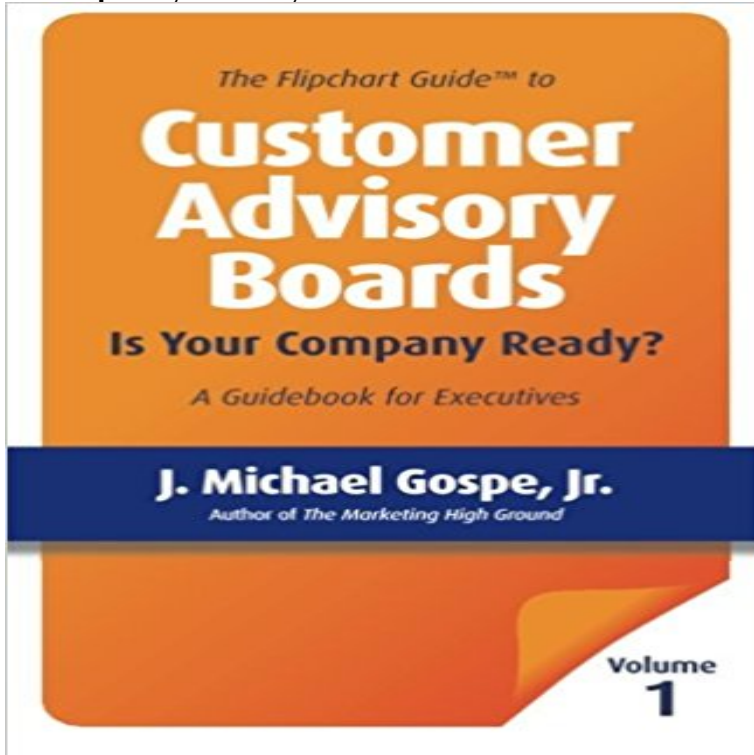


# The Flipchart Guide to Customer Advisory Boards, Volume 1: Is your company ready?



Customer Advisory Boards (CABs), councils, and other executive forums connect your company's leaders with a small group of executive decision makers from your most important customers. They come together to explore the intersection of strategic issues affecting their businesses and the value your company provides. But to guarantee a successful, world-class advisory board, your company must be organizationally, operationally, and culturally prepared. Are you ready? Written for executive leaders, this playbook is about strategies that will ensure you get the most out of your advisory board investment. Discover if a CAB is appropriate for your company. See how executives use the advisory board to tune their company's strategic direction. Learn where CABs fit into the overall voice of the customer model. Study the Top 10 List of what all executives need to know about CABs. Also, be sure to check out *The Flipchart Guide to Customer Advisory Boards, Volume 2: How to execute a world-class CAB meeting*.

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