



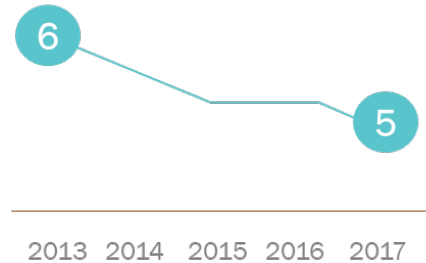
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WHAT IS THE 5-YEAR CEO TRAP?

Average CEO tenure has declined from six to five years and in some industries CEO tenure is now as low as three years. This has placed immense pressure on CEOs to deliver short-term business success.

TEN-POW TIP #1: Start right away. Successful CEOs arrive with a vision, plan and realistic expectations for transformation.

Average CEO Tenure (USA)



CEOs ARE LOOKING TO BUILD STRONGER CUSTOMER RELATIONSHIPS AS PART OF THEIR STRATEGY TO DELIVER BUSINESS SUCCESS.

Our research shows that transforming a brand by becoming more customer centric does deliver significant business success.

TEN-POW TIP #2: Have a plan. The CEO must have the knowledge to make the right investment, in the right area, at the right time for the brand to efficiently transform.



Of CX Mature Brands Realize Significant Increase in Sales Resulting From CX Efforts

TRUE CX TRANSFORMATION TAKES TIME.

CX transformation is about shifting corporate culture and leveraging engagement on a truly massive scale and building momentum of this magnitude takes time along with careful planning and execution.

TEN-POW TIP #3: Teamwork. Close cooperation among the CEO CFO CTO/CIO CMO and CHRO is a pre-requisite for accelerated transformation.



% of Brands Took 3 or more years before achieving significant results for CX efforts

Since 2001 OnR has been helping brands establish and maintain unbreakable customer relationships | CX AUDIT | CX LEADERSHIP CONSULTING | CX WORKSHOPS | CX ANALYTICS | CX RESEARCH |

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Produced by Jason Ten-Pow (President @ OnR) for his series: Helping Leaders Accelerate CX Transformation