# TRG30

26 January 2022 TRGArts.com



## TRG 45 Bold change for resilience





The Economic Power of Relationships



### **Fred Reicheld**

creator of the Net Promoter® System and Score



**Confirmation:** Is your culture transactional or grounded in a desire for relationship? Led by a department or leadership?

**Listen** for opportunities to enhance your current practice.

The expert is here! And loves our field. Note questions for him we'll get to as many as we can.



#### **Net Promoter Score®: Definition**

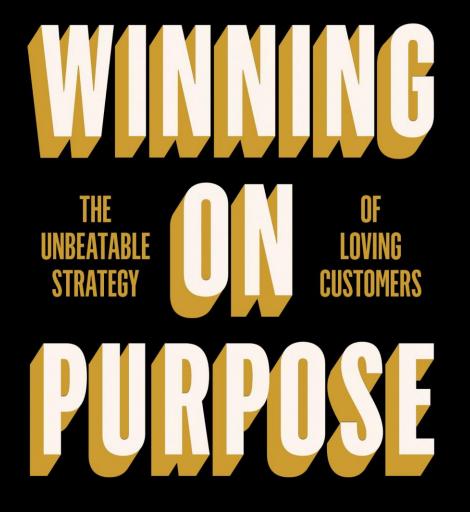
How likely is it you would recommend us to a friend?

Extremely likely

Not at all likely



#### HARVARD BUSINESS REVIEW PRESS



#### FRED REICHHELD

New York Times bestselling author, Creator of Net Promoter

BAIN & COMPANY



#### **Earned Growth Rate**

Repeats (renewals)/Upgrades + Referrals ("earned" new customers)

– Non-renewal/defections/lapsed =

**EARNED Growth Rate** 

#### **Does NOT include**

"Bought" New Customers

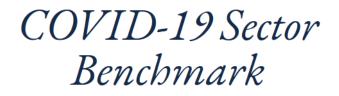


# Up Next

## Coventry, City of Culture



## Deeper Dives Online, tactical and focused sessions



Real-time intelligence on the impact of our changing world

Understand how you compare to an industry leading benchmark of over 400 organizations across the North America, the UK and Ireland.

Join the free Benchmark

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### Building a Thriving Arts & Cultural Industry

Services and technology for shaping organizational resiliency by focusing on consumer relationships, financial stability, organizational frameworks, and people-centric teams.

Schedule a Call

Sustainable Revenue

**Data-Driven Decision-Making** 

**Community Engagement** 

Schedule a Call

