

TRG30

26 January 2022

TRGArts.com

TRG 45

Bold change *for resilience*

Today

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

WINNING

THE UNBEATABLE STRATEGY **ON** OF LOVING CUSTOMERS

PURPOSE

FRED REICHHELD

New York Times bestselling author, Creator of Net Promoter

BAIN & COMPANY

RG
ARTS

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**

COVID-19 Sector Benchmark

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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TR
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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