A Summary of the CAC’s Discussion of Workforce Related Topics for June 2019.

The Alpha Kappa Psi Chairman’s Advisory Council is a small group of business leaders who provide their expert insight and ideas to the Alpha Kappa Psi Board of Directors.

1. **What is your strategy for retaining/renewing customers?**

   - **INSIGHTS**
   - Identifying new opportunities results from staying connected to customers and getting feedback to better serve them. Gathering feedback requires identifying your customers' needs and determining how best to meet those needs.
   - Look at what the customers are doing and where they are struggling. Use feedback to create a better experience for others.
   - Tweaking your efforts continuously based on their feedback.

2. **How do you mitigate risk?**

   - **INSIGHTS**
   - How do you mitigate risk? How do you gather and utilize feedback?
   - Taking the time to participate in a company-driven survey adds to the employee's ability to speak about the bigger picture of the organization and how it relates to their role. Choosing to learn more and participate beyond the minimum expectation fosters professional growth.
   - Quick and easy (5-7 questions) surveys with an expected time frame or progress bar for completing a survey provided helps keep people engaged to complete the survey. Results may be anonymized to get a higher click rate and shared via a blog, webinar or meeting.

3. **How do you gather and utilize feedback?**

   - **INSIGHTS**
   - Taking the time to participate in a company-driven survey adds to the employee's ability to speak about the bigger picture of the organization and how it relates to their role. Choosing to learn more and participate beyond the minimum expectation fosters professional growth.
   - Quick and easy (5-7 questions) surveys with an expected time frame or progress bar for completing a survey provided helps keep people engaged to complete the survey. Results may be anonymized to get a higher click rate and shared via a blog, webinar or meeting.

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