

CSE CHECKLIST – “PLAN FOR THE FUTURE”

	<ul style="list-style-type: none">• Expect change, don't fight it. Remember when email first arrived? Or voicemail? Make sure you stay current with customer expectations regarding communication, customer service and technology. They are often inexorably linked together.
	<ul style="list-style-type: none">• Be where your customers are and be talking in ways that engage and support your brand.
	<ul style="list-style-type: none">• Create measurements to make sure your team is leveraging the tools you select.
	<ul style="list-style-type: none">• Don't forget the importance of human connections too. Networking and industry insight happens both online and in person.
	<ul style="list-style-type: none">• Continue leveraging your industry—the Big I and other organizations can take on some of the heavy lifting related to spotting trends. Rely on their insight and expertise.
	<ul style="list-style-type: none">• Share what you learn with others—clients, potential clients and agency staff.

