











Ignite Top 10 Facilitated CAB Sessions

The following Customer Advisory Board (CAB) sessions are designed to create high-energy meetings, delivering actionable insights. This is just a sample from Ignite's library of proven CAB session templates, developed over time from our experience facilitating over 300 CAB meetings.











Ignite Session	1 Minute Insights	Ideation	Gamification	Blue Sky Thinking	Design Thinking	Client Engagement Level*	Actionable Insights
 Business Simulation		✓	✓			80%	Understand buyer behaviors & Best Practice Sharing
 Innovation Competition (Shark Tank)			✓	✓		90%	New Business Ideas
 Product Roadmap Decisions (Forks in Road)		✓	✓			80%	Product Development Prioritization
 Speedboat (Design Thinking)		✓			✓	85%	Product Enhancements
 Customer Journey Mapping (Personas)					✓	85%	Unearthing Customer Needs
 Moonshot		✓	✓	✓	✓	90%	New Product Ideas
 Reimagining the Future		✓	✓	✓	✓	80%	Overcome a challenge
 Environmental Scan	✓					95%	Top of mind issues & opportunities
 Strategic Partnerships		✓				90%	Deeper Client Relationships
 Success Steps	✓					95%	Mutual agreement on CAB outcomes

(* Percentage time clients are speaking/interacting vs. presentation)

Please contact us to discuss how Ignite's expertly facilitated CAB sessions can deliver better meeting outcomes.

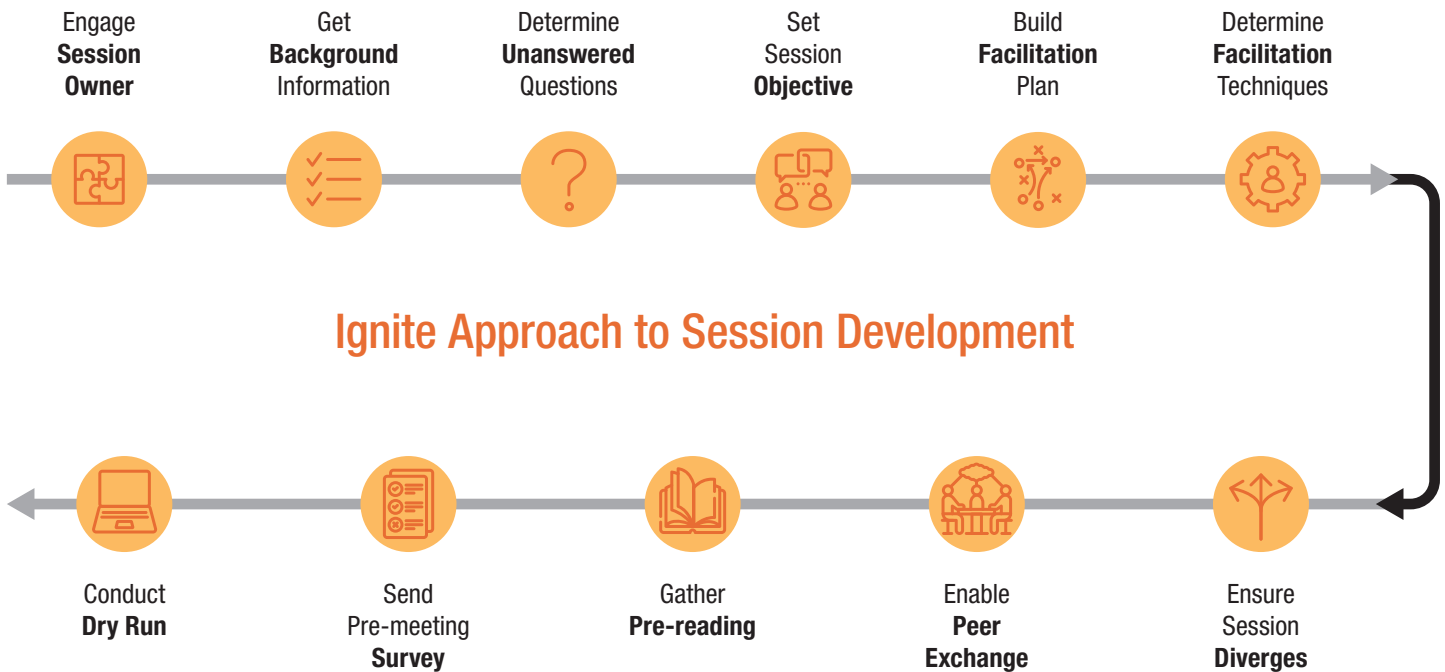
Description of the Top 10 Facilitated CAB Sessions

The following Customer Advisory Board (CAB) sessions are designed to create high-energy meetings, delivering actionable insights. This is just a sample from Ignite's library of proven CAB session templates, developed over time from our experience facilitating over 300 CAB meetings.

Ignite Session	Description
 Business Simulation	Divide CAB members into small groups to simulate a real-world business situation. Add urgency and time constraints to the simulation. Understand how clients make decisions and the actions they say they will take.
 Innovation Competition (Shark Tank)	In small groups, CAB members explore potential new products to co-create with you (the host company). Provide a business case template that each group uses to pitch their "Shark Tank" idea. Add a fun, competitive element and have a panel of "judges" select a winner.
 Product Roadmap Decisions (Forks in Road)	Get customer insights on the most critical key decision points on your roadmap. Present decision points (briefly) and allow CAB members to ask clarifying questions. Use voting and sticky notes to visualize and capture consensus from CAB members.
 Speedboat (Design Thinking)	Visualize obstacles or risks that are preventing you from reaching your goal. The boat is your product or service. Anchors are what's slowing you down. CAB members share the anchors. Capture them on sticky notes (group discussion or individual work). Group similar anchors together on a visual display.
 Customer Journey Mapping (Personas)	Understand your customer's biggest pain points. Gain consensus on how to improve a process based on customer insights. Display your customer journey process (onboarding, support, using product, etc.). CAB members do individual work and write pain points on sticky notes. CAB members place sticky notes on the relevant step of the customer journey. Find common themes and discuss.
 Moonshot	Understand how CAB members would solve big problems and seemingly impossible challenges. In small teams, the groups come up with ideas and approaches to overcome the impossible. Create a challenge and use an impossible time constraint, for example. This technique helps to challenge basic assumptions about a product or service. Ask CAB members to share what needs to happen at their companies to overcome the challenge.
 Reimagining the Future	Gain insights into how the industry will evolve in future years. Discussions are around industry disruptors, future trends, and potential actions to take now to overcome the challenges. CAB members brainstorm in pairs or triads and capture ideas on sticky notes.
 Environmental Scan	Go around the room to gather insights and top of mind issues from each CAB member. Ideal for introductions at the beginning of the meeting—get CAB members speaking at the meeting start.
 Strategic Partnerships	Gain strategic and actionable insights on how to improve customer relationships. Ideal for a session at the end of a CAB meeting. Understand how CAB members view a strategic partner and how you measure up. Be ready to receive not-so-positive feedback and how you can improve. Small group work, visual display, and readouts are ideal techniques.
 Success Steps	At the end of the meeting, gain consensus on meeting insights and action items. Review key insights from previous sessions. Allow time for individual work and writing on sticky notes (enables a visual display). Discuss the trends and common themes. You'll get actionable ideas, many for ongoing engagement with the CAB at future meetings.

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Ignite Approach to Session Development

Why hire a third-party facilitator for your next CAB meeting?

Many B2B companies have CAB program challenges attributed to ineffective meeting facilitation. They experience poor meeting engagement and don't get the customer insights they need.

It's not anyone's fault — despite the good intentions of your in-house facilitator, they likely don't have the understanding, skill or the neutrality needed to manage and deliver an optimal CAB meeting.

Investing in a skilled CAB facilitator will ensure the best possible experience and outcome for all participants. Here are some reasons why:

- **Deep experience:** Professional CAB meeting facilitators possess many years of experience managing CAB meetings for many industries and companies. They've learned the many pitfalls and keys to meeting success. They understand the steps needed to prepare for strong meetings and drive engagement.
- **Program neutrality:** Experienced CAB facilitators manage all meeting participants and intervene when necessary. They provide meeting neutrality and make very good meeting "referees." Meetings stay on-track according to the timeline. They ensure that session goals are delivered and CAB members are engaged.
- **Member recognition:** Better CAB meeting facilitation leads to a better customer experience. Your busy CAB members are investing their time to contribute to your CAB. Your customers will appreciate your dedication to make sure their time is well spent.
- **Session design and tactics:** Professional CAB facilitators deliver innovative and engaging agendas. They select the best session design and engagement techniques. They ensure the 80:20 rule, so your customers talk 80% of the time. You'll uncover customer insights in unique ways — and avoid death by PowerPoint.
- **Maximized success:** Experienced CAB facilitators ensure your meeting is set up for success. Customers appreciate being heard and their ideas captured. Your customers will keep attending CAB meetings for valuable business insights from peers. And they'll engage in other customer advocacy activities.

How will the Ignite CAB process generate ROI at your organization?

Ignite's Advisory Board Management process is so widely adopted it has become an industry standard in many sectors, from startups to Fortune 500 corporations. The Ignite CAB process has worked successfully for all types of advisory boards including Client Advisory Councils, Technical Advisory Boards and Partner Advisory Councils, whether the board has been running for many years already or is just starting up.

Some of our clients that successfully use the Ignite CAB process

- 3M
- 6sense
- 84.51 LLC
- ABB
- Accuity
- Adobe
- Aetna
- AEU
- Akamai
- Amazon
- Americold
- Appirio
- Arbor Networks
- ARI/Holman
- AT&T
- Atlassian
- Atrion
- Aurora Solar
- Autodesk
- Avalara
- AVI-SPL
- Bailiwick
- Bell
- Benefitfocus
- Bitdefender
- BitSight Technologies
- Blackbaud
- BNY Mellon
- BNY Mellon | Pershing
- Calabrio
- Carbon Black
- CDW
- Charles Schwab
- Cherwell Software
- Cisco
- Citrix
- Code42 Software,
- Cofense
- Columbia Threadneedle Investments
- Commvault
- Conga
- Course5i
- Cresta
- Dell
- Dell Boomi
- Dell Software Group
- Dell Technologies
- Dimension Data
- Dristeem
- DTI Epiq
- EdgeConneX
- Edited
- EMC
- Emerson Network Power
- Epiq
- Equifax
- Essilor of America
- Experian
- Extreme Networks
- F5 Networks
- Fiserv
- Flexera
- Forcepoint
- GE
- GitLab
- Graff & Company
- HCL
- HID Global
- Hitachi
- Holman
- Hopin
- HP
- HubSpot
- Indeed.com
- INDEVO
- Information Builders
- Infosys
- Insight
- Intel
- Intel Security
- InterContinental Hotels Group
- Intrado
- Iron Mountain
- Itel Laboratories
- Jamf
- Juniper Networks
- Kalderos
- Kimble Applications
- Kipu Health
- KYRIBA
- LexisNexis Risk Solutions
- Lexmark
- Limeade
- Lincoln Financial Group
- Liveperson
- LogMeIn
- Loxon Solutions
- Microsoft
- Milliman
- Minitab
- Netspi
- Newforma
- Northwest Lineman Center
- Norton LifeLock
- NTT Ltd
- O3b Networks
- OKTA
- Omnitrac
- On Call International
- Opentext
- Optus Enterprise
- Oracle
- OSIsoft
- Personify Corporation
- PHT Corp
- Pindrop
- PNC Bank
- Poppulo
- Porsche Digital
- Privacy Analytics
- Proagrica
- Progress
- QSR Automations
- Quali
- Rackspace Hosting
- Renaissance Learning
- RGIS
- RiskIQ
- Riverbed Technology
- Ryder
- Ryder System,
- Saama Technologies
- Safe Banking Systems
- Salesforce
- SalesLoft
- SAP
- SAS Institute
- Shiftwise
- Sirva
- SIRVA Worldwide
- Skybox Security
- Smartsheet
- Source1 Purchasing
- Spectralink
- Staples
- State National
- Sunquest Information Systems
- Surescripts
- Swiss Re
- Symantec
- Sysmex America,
- Tanium
- Tech Mahindra
- Tenable Network Security
- Texas Capital Bank
- Thermo Fisher Scientific
- Thomson Reuters
- TIBCO Software
- TouchNet
- TransUnion Healthcare
- U.S. Bank
- UiPath
- UPS Capital
- US Bank
- Varonis Systems Inc
- Veracode
- Verizon
- Visa
- VMware
- Vonage
- WEX
- Wiley
- Wipfli
- Wolters Kluwer
- Wolters Kluwer Lien Solutions
- Xerox Legal Services
- Yext
- Zoho Corp

Contact Us Today to Discuss Your CAB Program

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