



Book Integration Session October 15th

What inspired you from the book?

- customer focus in Chapter 7
- getting outside of ourselves
- case studies—particularly Menasha Packaging
- people matter
- tools to dig deeper, particularly questions to ask for debrief
- it gave structure for the gray areas
- the importance of inertia and momentum of risk taking
- “dating not war” —leverage relationships
- SWFF
- Colonel Sanders started KFC at 60
- Sherwin Williams—data backed choices, made small bet, strong belief
- Tools and Summaries per chapter
- Managing trust is as important as building trust
- The Smart Risk framework
- Actionable recaps
- “Assume that a communication breakdown” has occurred
- Assessing your fail points before they happen — 12 months out
- Planning for the worst
- Frequent debriefing
- VC approach for how to fund things
- What is our response when it’s not amazing?

Case Study Analysis & Implications for PSB

| Thogus | Sherwin Williams | Menasha Packaging |
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| <ul style="list-style-type: none"> • Are we listening to our customers? • What is our rate of refresh? • What services could we provide • Device management solutions at schools • customer panels • differentiate • deployment of devices • how important is the case? • ADP strategy working • Still have dependency • Get stickier • apply our strengths • currently very product focused • speed to market — less friction • lag in design/prototypes • more than a “case company”? | <ul style="list-style-type: none"> • easy access of product • focus on customers • preparing for post recession • GEM, ADP, Distribution partners • customer panels • understanding customers • relationships building strategies (follow up calls, SS2, RSMS, engaging, ongoing, etc.) • can’t walk down schools • home-schooling environment • learning calls • test hypothesize with small bets • availability of products — access | <ul style="list-style-type: none"> • ask customer base • focus on trust of employees • employee engagement • watching for continual change • employees fight for it • living values • What is our SWFF (internal—people and culture, but what about external?) • open to new opportunities • avoid commoditization • ask more questions |

3 FOCUS AREAS

| Customer Relationships (Scott, Rej, Erin) | MVP— Prototyping (Rob, Brian, Mike, Mark) | Adding Services to Product Line-Up (Bill, Maria, Jason, Nina) |
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| <p>THERESA LISTENING IN:</p> <ul style="list-style-type: none"> • retention • just listening • systematize it • in person • round table discussions • customer forum 2021? • community forum <p>REJ NOTES:</p> <p>See attached</p> | <p>THERESA LISTENING IN:</p> <ul style="list-style-type: none"> • customers don't always know what want • role-play the scenario fully • foam mock-ups • more prototypes • accessibility to classrooms (Principals) • Custom portal • tech day in the life (stories) • not just sales-designs too • Who is part of the decision tree? <p>MIKE NOTES:</p> <ul style="list-style-type: none"> • Custom portal on our website to build custom solutions. Show some case studies of work. • Get access to schools / per Theresa, contact Principals directly for access (learning event) • A day in your life (give away a device and learn) • Get access to people using our products (deployment / Tech-support / teachers / students / parents) *Product mgr come up with a way to roll this out. • Custom opportunity / speed to market - is there an opportunity to look at a different way to get a prototype made to get a yes or no before we make a mold. Continue to look for new ways of doing things. | <p>THERESA LISTENING IN:</p> <ul style="list-style-type: none"> • ensure not competing with partners • not-expensive • device enrollment <p>NINA NOTES:</p> <ul style="list-style-type: none"> • *Bundle products with service • *OEM partners ADP service – device enrollment • *Best practices guide • *Forums, building a community, share best practices - K12 Tech Director Mag? • -customer interviews – content • -identify owner/champion • What can we operationalize/ risk? • **Device enrollment/ management (non-conflicting to our partners/OEMs) – build a platform (software co), open to partners • -software solution • -SWFF – customer and partner loyalty that's not about products, but all about building the atmosphere/ relationships to help finding gaps, pain points, and focus on something valuable to them • -helping students learn technology |