Shared Decision-Making:

How the C-Suite Can Take a Page from the Medical Community

The concept of shared decision-making in the medical community has been commonplace for years: a team of doctors, specialists and loved ones working together on complex issues to weigh different options and choose the best course of treatment. It's a win for patients, for doctors and for the entire health care system.

Let's take a deep-dive into four C-level personas to examine their motivations, differences and similarities when it comes to shared decision-making.



CMO

Goals: drive customer engagement with differentiated experiences that build sales

equity through loyalty programs, customer data and outreach

Work life: build brand

lifetime value, NPS, market share growth

Likes: increasing customer

Dislikes: anything that tarnishes the brand or causes business to lose customers

Personality type: creative

CMO

COO

Goals: keep things running and minimize any business disruptions to grow operating profits

business strategy into daily tasks while maximizing profitability

Work life: translating

Likes: reliable systems that can be implemented without downtime and maintaining low operating costs

resource (labor, money, time, space) or any type of disruption that stops daily activities

Dislikes: wasting any

skeptic

Personality type:

COO

analytical

Personality type:

CIO

Goals: investing in systems

that work with existing

Work life: maintaining

and deploying new

lifetime value value

Likes: IT investments

with low TCO, flexible

systems that are future-

proof, access to real-time

data and vendors that are

Dislikes: silos, separate

platforms and investing in

anything with a long time-

to-value or short lifecycle

trusted advisors

existing systems, testing

technologies, identifying

new innovations that bring

overall TCO

IT investments and lower

CIO

CEO

high service levels? Will it help build deeper connections to create customer advocacy?

Will it help reduce

our cost to serve

while maintaining

create differentiated customer experiences?

Will it enable us to

easy to deploy?

Will it work with

Is the system easy

to use, fast and

existing IT? Is it reliable and flexible enough to support future uncertainty?

Can I rely on this solution provider as a trusted advisor that supports our strategy? build brand equity through profitable growth Work life: evangelize

CEO

Goals: maximize associate

engagement and

shareholder value and

corporate vision with associates and lead team to achieve it

performance, achieving / exceeding annual targets (EBITA, growth, etc.) Dislikes: not having line of site into what's happening

Likes: happy associates,

real-time access to

in the company, any factor (internal or external) that negatively affects performance Personality type: natural-born leader

Does it help speed up our digital transformation journey? How will this system

new data insights that help drive business success?

provide access to

whole company is to look for connection points between each persona's motivations. In healthcare, the key to patient-centric shared decision-making is

The fastest way toward a great decision that benefits the

transparency to see the full picture of health. This is true for the C-suite too. Having the tools necessary to view all aspects of the business — and what drives fellow business leaders — is imperative to the health of any customer-focused organization. Click here to learn more.

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