

# BCO 201: Engagement Strategies

---

NOVEMBER 8, 2018

JENNIFER MCCLAIN & LAURA D'ALESSANDRO



# Citizens Bank Placeholder

---

# What to Expect

---

Action & activity

Seeing a client story through video

Learning & sharing with your peers

Self-reflection



# Understanding the Journey

---



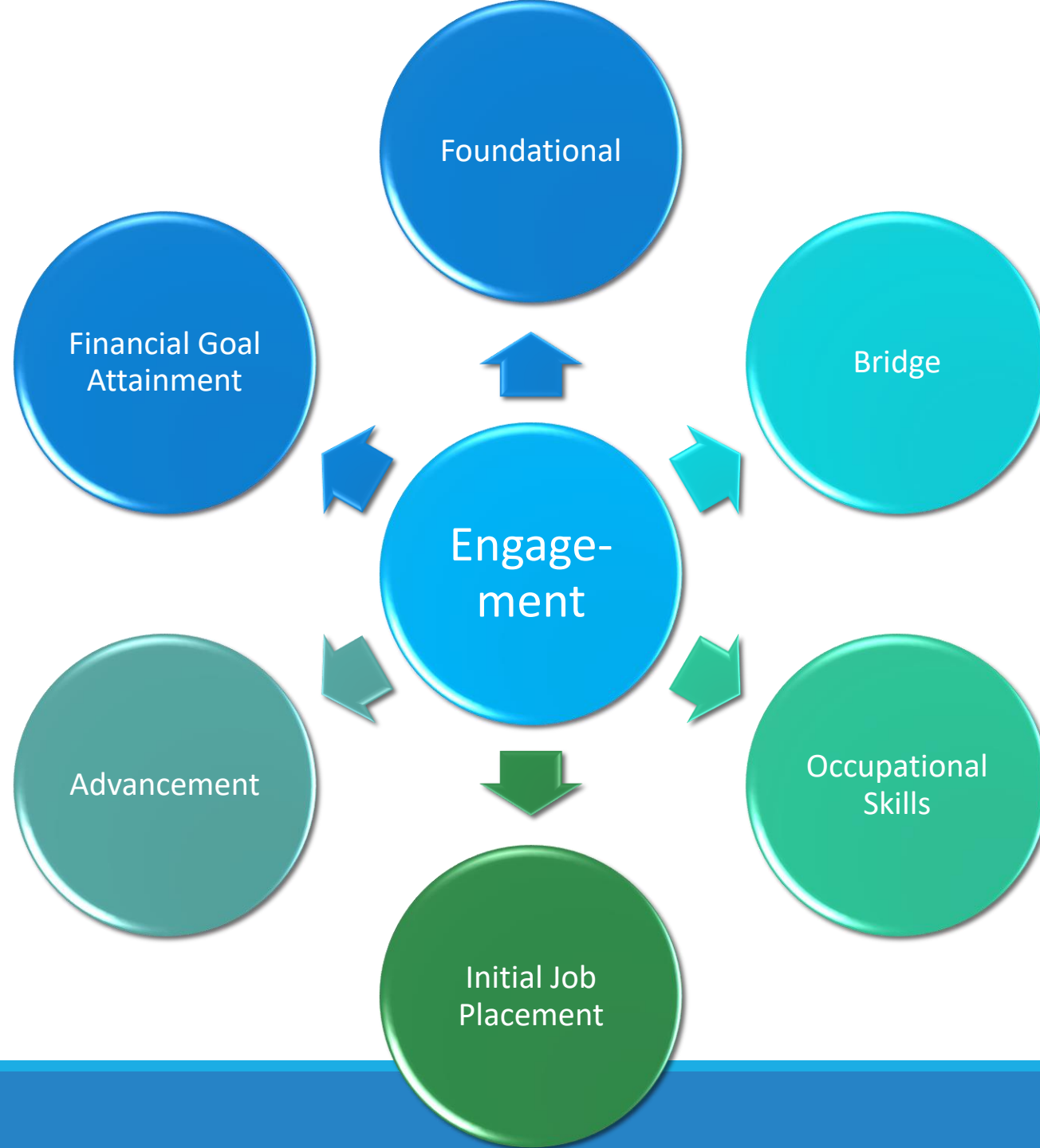
# Discussion

---

How long do you think the client was engaged with the center?

What are things that the site had to consider when working with this client?

What made this successful?



# Group Activity

---

Add retention strategies by each bucket – and be ready to switch to the next topic!



# Around the World

---

Grab a partner or two from a different table

Walk around and look at each chart and share your thoughts





# Self-Reflection

---

Using the wheel, score your organization on each category

Share within your group thoughts on how to move forward



# Thank you!

---

JENNIFER MCCLAIN, [JMCCLAIN@LISC.ORG](mailto:JMCCLAIN@LISC.ORG)

LAURA D'ALESSANDRO, [LDALESSANDRO@LISC.ORG](mailto:LDALESSANDRO@LISC.ORG)