

CBC – making lemonade with lemons

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Lemons

- Cancel everything
- Rethink the strategy
- Come up with a new plan

...also, you don't get to see your colleagues



Lemonade

- Broader reach and more inclusive
- Flexibility and focus
- More visible CBC
- Easier follow-up
- Cost savings



More lemons

- Engagement and interaction is difficult
- Impersonal format
- No relationship building



Ingredients for lemonade

- Meticulous planning and prior consultation
- Clear time limit
- Technical proficiency (and support)
- Effective communication
- Don't overdo it!

