

The Comeback Collection

4 Sessions to Reignite Revenue and Relationships



TRANSFORMING LIVES
THROUGH *the* ARTS



We Teach & Learn.



Part 3

Listening





Today:

Start with results!

Menu of listening tools.

Time.



Kim Noltemy
Dallas Symphony Orchestra
President & CEO



External & Internal

EXTERNAL

NPS: Net Promoter *System*

On a scale of 1 – 10, how likely are you to recommend us to a friend or colleague?

What is the primary reason for your score?

Is there anything we could have done to make your experience more exceptional?

- **Segment.**
 - **Simply:** Ticket buyers vs donors
 - **With more nuance:** New to file vs returning vs subscriber vs donor
- **Opens conversations INTERNALLY and directly with patrons.**
 - Elisa said your concessions were terrible and she'd NEVER come back? Call her.
 - Marco said it was the single best performance he'd ever seen? REACH OUT.

$$\text{NPS} = \% \text{ Promoters} - \% \text{ Detractors}$$

INTERNAL



Adding a leaf.

Sharing information, space and influence

- ❑ Asking folks to gut check your work.
 - Collaboration, perspective, alignment, and new information.

- ❑ Revenue Pacing Meetings.
 - Quick, weekly, top-line revenue reviews with the whole team.
 - Expectations management, alignment, joint problem solving.

- ❑ Considering where others should have influence in standard decision-making.
 - Artistic / programming, governance, strategic planning, etc.
 - Better representation, greater participation, deepened commitment.



Shared Vocabulary.

Investing in a vocabulary for improved ONGOING communication.

❑ Full team training.

- Strengthsfinders, True Colors, IDEA, you name it!
- Create a unique vernacular to build candor, confidence, and strategies for listening and sharing.

❑ Annual reviews.

- Collaborative goal setting, mutual agreement of the steps necessary to meet those goals, mid-year check-ins.
- Executive leadership: consider 360s to support learning, growth, and direction.

TIME as a listening tool.

Personal Activities (Up to) 10 ways you spend your time RIGHT NOW	%	of your time	Generating Revenue	Mission Critical	Other	Increase	Maintain	Reduce	Stop/Pause	ACTION

Next Steps



1. Pick something.
2. Share and discuss.
3. Try it.