Forrester’s Digital Business Council is an exclusive network of peers, analysts, and advisors connecting you with the leading practices to accelerate business growth.

A dedicated advisor will help senior digital business leaders apply insights from forward-looking research and best practices of an exclusive network of peers and analysts to navigate risk and accelerate their key initiatives.

**TOP MEMBER PRIORITIES**

Our members’ priorities drive the Digital Business Council agenda throughout 2020:

1. **Recruit and retain top digital talent to drive digital culture.**
2. Create and deliver best-in-class omnichannel experiences.
3. Bring innovation to the forefront of the enterprise.
4. Guide the evolution of your industry.
5. Create and cultivate an adaptive workforce.

**KEY QUESTIONS**

- What are the new skills, roles and talent I should be seeking out or eliminating? How do I work with HR to recruit and retain them?
- How do I create a digital first culture across my organization? How do I raise the digital IQ of my organization?
- Which devices, channels and platforms matter most when it comes to omnichannel? Am I considering all my company’s customer touchpoints, including the ones I don’t own?
- What functions/processes are most needed from emerging technologies? How does that impact what tech options are available?
- Do I have the right use cases for AI, Chatbots, etc. to ensure relevance and value? Do I have the right foundation in place to deliver positive outcomes?

**LEADERSHIP EFFECTIVENESS**

- Lead change.
- Increase cross-functional influence.
- Improve team performance.
- Balancing strategic vs. tactical needs.

Senior-level digital business executives interested in forward-looking research insights, peer networking, and applying best practices to accelerate key initiatives should contact Mary Beach, Forrester’s Digital Business Council Global Council Director, directly at mbeach@forrester.com.
SAMPLE MEMBER LIST

The following organizations have one or more members in the Digital Business Council:

<table>
<thead>
<tr>
<th>Allied Irish Bank</th>
<th>General Mills</th>
<th>PPG Industries</th>
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<td>American Century Investments</td>
<td>The Hartford</td>
<td>Richemont</td>
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<td>Coca-Cola</td>
<td>iRobot</td>
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<td>Commonwealth Edison</td>
<td>Mapfre</td>
<td>Valentino</td>
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<td>MetLife</td>
<td>W. L. Gore</td>
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<tr>
<td>Eversource</td>
<td>Moët Hennessy</td>
<td>Zoetis</td>
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SAMPLE MEMBER EVENTS

In addition to ongoing Advisor, peer and analyst calls, members are invited to join Council Calls and in-person Member Meetings.

COUNCIL CALLS

January 2020 – March 2020

• Council Exclusive Webinar: Digital Business Council 2020 Kick-off
• Cross-Council Webinar: X Marks The Spot – Engaging With Generation X
• Member Case Study: Looking Inside A Digital CoE: Dashboards & Data Stitching

April 2020 – June 2020

• Council Exclusive Webinar: Create And Cultivate An Adaptive Workforce
• Council Exclusive Webinar: Bring Innovation To The Forefront Of The Enterprise

*Topics and timing of future virtual meetings are determined by our members’ priorities and published six months in advance.

MEMBER MEETINGS

In-person, advisor-facilitated working sessions with peers and analysts. Plan now to attend the Digital Business Council’s most important events.

Spring member meetings
• Atlanta, GA, February
• Sydney, AU, April
• London, UK, June
• New York, NY, June

Fall member meetings
• Toronto, CA, September
• Sydney, AU, October
• Chicago, IL, November
• London, UK, November