



MY TOP

5

TAKEAWAYS

BY

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It's hard to believe that we are at the end of another year. And once again, not an easy year. The last two years have shown that crystal ball gazing to predict the future isn't particularly helpful when there continues to be disruption and change. I find it's more useful to take stock of what we've achieved and learned over the past year and take that momentum forward into the new year.

2021 has shown us the importance of the following:

# PRIORITIZING PEOPLE

This year has been yet another reminder that above everything, companies need to prioritize caring for their employees, customers, and communities. Without these fundamentals, leaders don't have a team to deliver customer experience or an audience to build a relationship with. This means:

Prioritizing  
mental  
health

Seeking out  
diversity and  
inclusion

Building  
trust with  
employees,  
customers, and  
communities

Leading  
with empathy  
and decency

## **FOSTERING TRANSFORMATIONAL OVER TRANSACTIONAL RELATIONSHIPS**

Further to the first point, 2021 has demonstrated that transactional relationships (with either our customers or teams) simply fall short. The pandemic caused many to reflect on the way they want to work and live which has spawned significant lifestyle changes. This has impacted everything from consumer behaviour to companies needing to re-examine how employees operate and teams can be successful. 2021 has taught us that it's important to think about relationships in terms of how they can positively evolve over the long term.

## **RETURNING TO MARKETING AS IT WAS ORIGINALLY INTENDED.**

This year returned Marketing to its original “raison d’être”. By this, I mean that once again marketing is so much more than advertising campaigns and graphics. We have re-entered the era of the customer and companies need to define themselves from the customer’s perspective. People are rarely looking to buy a specific product but a solution to a specific problem. Marketing is not only the direct connection between a brand and the customer but plays an important role in shaping corporate strategy to align with customer needs and drive the bottom line.

## **RELENTLESSLY FOCUSING ON CUSTOMER EXPERIENCE (CX)**

CX was already important prior to the pandemic, however over the last two years, it's become paramount to a company's survival. It's clear that the goal posts have moved for what's required to deliver a high level of client experience.

At AGI, our focus on evolving CX has led to the development of online educational webinars, a dealer portal capable of providing immediate content and insights, as well as a virtual showroom with an interactive platform that utilizes 3D render assets to immerse the viewer in a new way, to visualize a product or process. In 2021, we clearly observed that CX is not only linked to our success but has the potential to enrich our customers' lives.



## **ADOPTING AN AGILE APPROACH**

Without question, agility has come of age over the pandemic. Today, the ability to change on the fly to adapt to current and projected challenges requires a mindset of curiosity, courage, and a willingness to fail fast and learn from it. Agility doesn't refer to just technology or being able to turn out a campaign more quickly. In 2021, I observed that agility meant being able to reinvent our approach to marketing.

At AGI, when COVID-19 prevented in-person event marketing events, we recognized agility would be needed to find new ways to provide a high level of customer experience

(CX) without in-person interaction. Our team quickly came together (remotely) to swiftly transition from in-person to virtual with a focus on making virtual events as interactive, experiential, and personal as possible. The result was launching AGI Live, which offered a virtual experience to demonstrate a range of equipment, services, and farming situations around the world that generally would never be experienced by the average producer. This special event was packed with interviews, panels, webinars, and expert Q&A and included varied perspectives from around the world. It empowered our team to recognize how agile and CX-focused we can be, and it brought a huge amount of value to our clients.

## **ADOPTING AN AGILE APPROACH**

Without question, 2021 has been a year that has eliminated distractions and refined our focus on what really matters. I believe that how we treat people: our employees, customers and communities and the experience we provide will be the great differentiator going forward.