What a CTN AON engagement produces

See what you can receive from buyer research, an executive interview or a peer discussion.

Start with the people you want to help and a choice they face. Agree what you will receive and how to judge the work before planning a larger program.

Use what buyers tell you to plan the work

CIO Talk Network's ongoing executive conversations, focused polling and direct conversations with peers help us understand current issues and test topics. The brief identifies who we heard from and how their answers shaped the work.

1. Buyer question and topic brief

When you need to choose the issue before investing in content or a group discussion.

What it can produce: Audience and decision brief; evidence review; reasons for choosing the topic; a suggested format for the next step.

The decision: Which buyer question deserves attention, and what should we do next?

2. Executive perspective and useful content

When a leader has expertise that needs a clear point that buyers can use in their work.

What it can produce: An executive interview and an outline of the main point; an article or recorded conversation; a short decision brief and selected excerpts.

The decision: What can this executive help the intended buyer understand or decide?

3. Prepared peer discussion and a useful report

When a customer, market or partner issue needs several relevant perspectives.

What it can produce: A brief with the question and who should take part; preparation for guests and a guide for the moderator; a discussion with an agreed focus and an approved report of what the group learned.

The decision: What should participants examine together and take back to their work?

Select the relevant outputs together. Research, participation, formats, quantities, review responsibilities, dates and fees are defined in the agreed scope.

How to judge the work

Each output should help someone make a clearer decision. Use these questions when reviewing a proposed scope or accepting completed work.

Audience and decision brief

The buyer role, issue, business context, decision and current assumptions.

Ask: Can the decision owner explain why this audience and issue belong in the program?

Why this topic, and what supports it

The sources used, different views, why the topic was chosen and questions still open.

Ask: Can a reviewer see what supports the topic? Is it clear which findings came from the target accounts and which came from other peers?

Main article or discussion

A clear argument or question, practical choices and relevant experience.

Ask: Does it give the intended buyer something useful to examine, with facts checked and permission to name sources?

Short report to help with the next decision

What was learned, where people's situations differ and a useful next question.

Ask: Can the reader apply it without losing the meaning or limits of the underlying discussion?

Learning and follow-through record

The questions and requests received, where they came from, permission to follow up and who will act.

Ask: Can the team tell what was produced, how people responded and whether any later sales conversations or opportunities followed? Keep those results separate.

Tell us what you need help with

Share the audience, the decision you face and one existing article, presentation or program brief. We can discuss what to do first, what you will receive and what we need from you.

Discuss your situation or plan your question with the existing editable buyer guide.

Client work and independent CIO Talk Network editorial participation are considered separately.