

Business Development

Why integrate of Burlington EcDev, CX Manager – Business Development and Planning?

- 1.To implement the ***Red Tape Red Carpet*** Recommendations
- 2.To strategically align with ***Vision to Focus***; Focus Area 1: Increasing Economic Prosperity, Goal: Business Growth
- 3.To implement ***Designing and Evolving our Organization Phase 2 and 3 Activities***: organizational redesign; establishing new reporting structures, teams and relationships; and creating role clarity and defining responsibilities



Business Development

What are the **Goals** of the Business Development partnership (Burlington EcDev, CX, Planning)?

- ★ Increase Economic Prosperity and Business Development in Burlington
- ★ Meet the Customer's needs and provide a good Customer experience
- ★ Ensure City of Burlington regulations, guidelines, policies and legislative requirements are adhered to for safe and community responsive growth in Burlington



Business Development Team

- ❑ **Manager Business Development** (Economic Development)
- ❑ **Manager Customer Experience, Business Development** (CX Team)
 - ❑ **Manager Planning Implementation** (Planning)

★ Key principles to operating as a team in the Business Development process are:

- ✓ Communication, keeping each other in the loop and aware of issues and escalations (Most Important Principle)
- ✓ Reinforcement of roles with all staff involved
- ✓ Solutions based approaches
- ✓ Teamwork and supportive approach – Determine what are the Win-Wins for all



Business Development Process

End to End Business Development Process & Touchpoints

