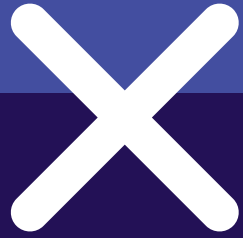


Onboarding Doesn't Matter



Onboarding doesn't matter when you just focus on your product.

It doesn't matter when you abandon customers right after they hit their first value metric.

It doesn't matter when onboarding is just about implementation and go-live.

It doesn't matter if onboarding costs you more than the value it creates.



Understand customers' "why": what jobs they need to do & what success looks like for them.

Focus on the user: not just the customer, but every persona who touches your product.

Deliver ongoing value: beyond first value, driving deeper adoption & retention.

Measure the impact: so onboarding isn't just a cost, but a driver of growth.



DONNA WEBER