



## cto / Consumer Focus

One of the weirdest things about Companies is how little focus they place on Consumers

Two Harvard Business School professors authored a study on how CEOs spend their time and found that, on average, just 6% of their time is spent with frontline teams and 3% with customers. They spend 72% of their time in meetings.

Companies are, without exception, structured in a way that completely turns their back on Consumers . Remarkably few people in a company have a role that in any way considers the broad outside world, let alone consumers needs.

The focal point of most companies is in on itself.

Even when customers are obsessed over, any findings are typically only used in the Advertising process. We see countless insights used to shape communications, but seemingly never used to shape customer service, or product design, or product ranges, or naming, or, it feels like, anything much at all.

Which is all quite odd, because I'd imagine few things have a better ROI than listening to people who matter, who quite like sharing what they think.

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