**Individual Challenge 1 - Customer Network Strategy Generator**

**Upload your challenge to ConnectAmercias Academy until March 28, 2022**

The Customer Network Strategy Generator is designed to help you develop new strategies to engage and create value with your customer network. Connect your own business goals to the core behaviors of the customer networks we examined in this class.

The tool can be used to generate new marketing communications and customer experiences, as well as product and service innovations.

According to the information presented in the class, complete the table below:

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| 1. Goal setting (Direct Goals/Higher Order Goals) |
| 2. Customer selection and focus (Single Segments/Goals, Value Support, Barriers) |
| 3. Selection of strategies (Access / Engagement / Connection / Personalization / Collaboration) |
| 4. Concept generation |
| 5. Define impact |