



Top Tips

from BC Tech's C-Councils

283 participants from 200 BC Tech member companies participate across 14 C-Councils who meet 4 to 6 times a year. These impactful forums enable members to share insights and best practices, tackle challenges and learn from experts. All with one goal in mind: accelerating member success.

Participation in C Councils is limited to BC Tech members but the wisdom gained from the forums amounts to great advice for any tech company, large or small. From the 100+ hours of C Council forums in 2022, we distilled the top tips in 3 key areas:

TALENT

- Culture is key. In a competitive talent market, our **CEO Scale C-Council** shared that culture fit plays a key role in their recruitment strategy. Finding people who want to join their 'mission' is at the top of the recruitment list.
- Team dynamics are critical. Our **CTO SaaS C-Council** says that measuring performance with online tools is key, as you move from a small startup team where you know everyone, to operating at scale.
- The office isn't what it once was. Our **Talent C-Council** shared best practices on navigating employees back to the office (at least some of the time) and how to make hybrid schedules work

CAPITAL

- Cash is King. With market conditions, our **Climate Leadership C-Council** members stressed the importance of being cash positive and minimizing burn.
- Don't use the recession as an excuse, use it as an opportunity. Our **CFO C-Council** shared some tough love on how to address inflation and rising costs.
- Don't raise if you don't have to. Our **Digital Health C-Council** discussed tougher valuations and whether to raise in the current market and the sometimes-overlooked benefits of bootstrapping.

CUSTOMERS

- The product isn't the start, the customers are. **Our Growth C-Council** recommends centering the customer experience as you grow.
- Focus on social. Our **CMO C-Council** has seen social platforms rise, as communities become the focus for their marketing strategies.
- Collaboration is where great ideas are born. Our **Metaverse C-Council** stressed the importance of community and how collaboration in the digital media and entertainment space is where many great products will be created.



In the Product C-Council we've created a safe space where product leaders can bring the challenges they are grappling with to a group of peers who have often been there, done that, have the scars to show and learnings to share."

MICHELLE DUNLEA

Senior Director of Product at Clío | Chair of the Product C-Council 2019-2022