TRANSCRIPT

Community Conversations - #88 – Adam Ballhausen on

SUMMARY KEYWORDS

community, customers, insided, organization, integrations, platform, started, team, salesforce, support, ensure, tool, education, knowledge base, product, content, build, slippers, university, leveraging

SPEAKERS

Jim Storer, Shannon Abram, Adam Ballhausen

Jim Storer 00:07
Hello, and welcome to another edition of community conversations. My name is Jim storer. And I'm one of the cofounders of the Community Roundtable. And I am joined today by my capable co host, Shannon Abram.

Shannon Abram 00:19
Hi, Jim, we are very excited to be recording a new episode today. We are joined by Adam Ballhausen from Docebo. And I think I said that right, and I'm very excited about it. Hi, Adam. Thanks for joining us.

00:33
Shannon, you crushed it. And happy to be here.

Shannon Abram 00:37
So we would love to kick off with you're just telling us a little bit about yourself, Where do you work? What do you do?

00:42
As you mentioned, I work at Docebo, well pronounced. Not everyone gets that the first time. And my title is senior director of customer education and advocacy. So I've been with RJ bow for just over two years, I hit my two mark in November, and I lead our customer education and advocacy teams. So we roll into customer experience. And I most often like to describe our team as the one to many arm of customer experience. It's really the role that I see customer education playing at most organizations. But we're primarily responsible for creating training content and building experiences, platforms and content to help enable our customers primarily in understanding how to use our product, but also how

to do better in their jobs and their roles as administrators have a learning management system, which is what the chamber primarily sells. And then also just in their careers as as learning and development leaders and often customer education leaders. So I'm in a very meta space, we have a lot of customers of ours who are doing the same things that we do. And we happily used our cimo every day to power our customer education hub that we call Docebo. University. So yes, it's a fun space to be in training other learning professionals, especially those in the customer education space.

Shannon Abram 01:49
I love that we run a community for community professionals, which is also very meta where we're like, no, it's a real thing. And that's what we do. And I think you answered the question, but just for the sake of being explicit, what kind of community do you have?

02:03
we run success community called docebocommunity@community.dot.com. And it's powered by Insided. it's really just an extension of all of our customer education and customer service offerings. So it's a success and support community through and through. So our primary goals there are driven around self service, you know, customer support and scaling all of the different functions and facets of customer experience.

Jim Storer 02:28
fAnd Adam, can you give us a sense of what community platform you're using and why I think you might have mentioned you're using Insided but tell us a little bit more about the process to select inside it and implement it. Yeah,

02:42
happy to. So yeah, we are leveraging Insided. And we launched our community in April of 2021. That was our soft launch, we had a full launch in May really I joined the story of you know the procurement and the why we chose Insided, it really goes all the way back to when I joined to Docebo joined in November of 2020. As a director of customer education, we didn't have advocacy on the team at the time. But our charter at that point my first main objective was to launch a community to chamber that never had a community for our customers historically. And there was a lot of demand generated from our customers and also internally recognized a need to launch a space that our customers could connect with one another share best practices network, etc. And so I started the procurement process in December of that year, starting to evaluate vendors. We went through a was a few months of shopping around, you know, having conversations with vendors with others in the space. I came from an organization called Encino is a cloud banking software company. And I had extensive experience with Salesforce communities that we ran our community through Salesforce there. So I sort of had a bias there. But it was also really open to finding the right tool for the job. Understanding that a lot had changed in Community Technology since I had started in Encino. And we have grown our community and understanding that our needs were much different at Docebo. So our shortlist ended up being vanilla, Salesforce and Insided and we ultimately decided to partner with Insided and kicked off our implementation in March of 2021.

Shannon Abram 04:15

A lot of people listening are thinking about or going through that platform selection process, whether they're launching a new community, or they've been tasked with changing platforms internally, I just talked to someone who they've been running a homegrown solution. And finally they were like this actually isn't working. We should maybe buy it from someone who knows what they're doing. Do you have any advice for someone who's going through that process? And it's pretty fresh for you?

04:39

Yeah, long list of advice. I'll try to keep it short. And that you know, I think it one caveat you have to start with is that it really does depend. I think the tool that you're looking to acquire the right tool for you definitely depends on goals and objectives you have as an organization. So I think step one is always ensuring that before you even kick off the process you have crystal clarity or at least as much clarity as can be gained from your leadership, others within the organization and among your customer base of what the needs are right? I think a lot of people just have a tendency to say like, we need a community, let's go find someone that can do that. And without establishing some of those goals and objectives upfront defining the success metrics that you will use over time to ensure that you've, you've been successful and without trying to understand the business outcomes, that you're ultimately looking to drive or impact somewhere with your community, you're not going to have the right context and understanding and evaluating those vendors on what you should be looking for. So that would that would be my first have been for us at the Tchibo. Thankfully, we already had a fairly robust knowledge base. And as I mentioned, a really robust training environment for our customers built on Docebo. So I mentioned this previously, but Docebo are organization is a learning technology company. So we our core product is a learning management system. We have other measurement tools, and authoring tools and other technologies that can help anyone who's looking to train audiences, you know, it could be employees, customers, or partners. So we had already developed a pretty robust Docebo university that had formal content that we were using for our customers to onboard and train on our platform after they purchased us, we had a knowledge base that was filled with helpful reference material at the time, I think we had over 800 articles in our knowledge base that customers were already servicing and using as reference materials for our product. So we had a lot of these resources available. What we really lacked was a space for customers to connect with one another to share best practices and ask questions. And at the end of the day, start to grow a user generated content flywheel that could be self sustaining and grow to all of the other knowledge offerings that we had. So for us, having a lot of those other tools in place meant we could look for a community that was pretty laser focused on helping organize users and have robust user profiles so that individuals could find other others in their space and in their industry and similar use cases that could help organize content really well. And it could help facilitate conversation and centralize a lot of what we were really using tools like email and other forums, or even our website at times. So that gave us a lot of the context we needed when initially starting to look for other platforms.

Jim Storer 07:21

As I'm listening to all of the initiatives, you have an all the content, it sounds like you're creating around the community, I can't help but think you've got a massive team. So either dispel that or or share how you did that, because a lot of community managers out there kind of struggled through as a solo practitioner. And so if you've got, you know, multiple folks on the team, I would just love to hear about how you you went about justifying that. And then you know how you're kind of structured, if you would,

07:52

yeah, definitely. Well, maybe I'll start with our org structure today and what the team looks like right now, and then kind of go back and take a snapshot of what the team looked like when we started the community search. Because I think it's not only a testament to the momentum that having a community can give to your team and your customer education practice, but also to how you can do this with a small team. So today, our customer education and advocacy team, as I mentioned, we sit within customer experience. So I report to our senior vice president of customer experience. And I sit alongside teams like professional services, support customer success managers, account managers, those other teams that are part of that typical post sales and customer success function. Within my team, you can really break down the team into three buckets. We've got a Virtual University team, we've got to do a travel community team. And then we have a customer advocacy team. Our customer advocacy team right now consists of two team members, our community team consists of two team members. And our University team consists of four team members and focusing on the community. We've got a community manager and a community moderator, our community manager, Aaron person has been with the company for almost a year and a half now. And she joined just after our full launch of the community last year, so that I'll get back to the story of trying to launch a community and hire Community Manager at the same time shortly. But then our community moderator, Elliott Vickery, then with our company for a little over a year, but just transitioned over to the community team over the summer. And they came to us from support and have a lot of product knowledge, a really great understanding of a lot of support documentation that we have internally. And they've been a really natural fit and the team coming from that space and having that familiarity of customer needs. So going back to when I started looking for a community, our team was a team of three, it was myself, and it was a Docebo university course developer, and there was a community manager who is actually moving into another role in the organization. And so I selected, purchased and implemented Insided really just myself. While our course did not I'll prefer to have University team continued to run things on that side of the house. I think that more than anything is really a testament to the partner that we found and Insided throughout the sales process. Even you know, I had experience that I brought to the organization and understanding around community but I had never fully owned and led a community team or defined the strategy for an organization. So it was a lot of learning as you go. And even throughout the sales process inside it was extremely consultative in their approach to selling. They're helping me form our strategy and prioritize and develop the case for a Success Community at Docebo. And they really understand the b2b SaaS success community use case, you know, there's there plenty of customers that they have in their portfolio now that are testament to the fact that they've designed a platform that's really specifically focused on serving b2b SaaS organizations with success community in mind. And so they were really helpful in helping me develop that strategy on my own, as I mentioned, build a case for our executives and other leaders in the organization on what the community was going to be. And then throughout implementation, I mentioned, we kicked off our implementation in March of 2021, we had a soft launch in mid to late April, and a full launch in May. So it was really six weeks of implementation from kickoff to soft launch. And within that time period, we set up Salesforce integration, we set up integration with Zendesk, which we were using for our Knowledge tool, and still do today. And we were able to launch the platform and grow to a community of almost 1000 members in just a few months, as soon as Aaron stepped into the organization after that may launch. So it can be done with a small team. And in fact, you know, I wouldn't trade that time and experience for the world. And I

think I lost a bit of sleep and probably gained a few gray hairs throughout the process. But I wouldn't have it any other way. Because for me, as a leader of the team, now I understand the tool and the platform so intimately. And having had to define that strategy and see it through so closely. I think it's given me a lot of empathy and better understanding as a leader now to continue to grow the community and understand where our needs are. Yeah, I

Jim Storer 12:06
was gonna say that, that seems pretty rapid. And given you were, to certain extent doing it by yourself, that sounds aggressive, but it sounds like you had a great partner and Insided to get that done.

12:18
Yeah, absolutely. I definitely could not have done it without them.

Jim Storer 12:24
Are there a lot of other tools? I think that you're using internally, you know, to support the community. Can you talk a little bit more about I mean, you mentioned some of the plugins you've got, but can you can you kind of share more about your complete community ecosystem?

12:39
Yeah, obviously our community itself is run on Insided. We use Zendesk for support and for knowledge. So we're leveraging Zendesk support to run our support cases in tickets, and then Zendesk guide for our knowledge base. And then we're leveraging, obviously Salesforce as our CRM. And as I mentioned, we have two cimo, which is our LMS. So those are the systems that sit most closely alongside our community, and most of which are integrated directly with Insided there are some other tools that are probably important to note one being we're in the midst of a second phase of migration related to product development. But today for feature mapping and feature definition, when we use Aha, as an organization, we were actually using a ha for ideas collection and ideas portal when we launched to the community last year. And in November last year, we migrated away from aha for our ideas portal into Insided. And so that was an incredible capability that insight have brought to the table supporting ideas and the ability for our customers to provide product feedback to upvote, to comment, and to really open lines of communication with our product team that was incredible to be able to consolidate tools there and consolidate experiences for our customers to unify them a bit more. So today, we're still leveraging aha for feature mapping feature planning for our product team. But we're in the late stages of migrating from a hot product board on that front. And so inside it also offers productized integration with product board. You know, product board is an insider customer, they leverage Insided for their own community. And so we plan to start to utilize some of those integrations. And we're in the early stages of discussing what that will look like and how it will evolve the way that our product team is interacting with Insided and with product board related to our ideas.

Shannon Abram 14:30
It sounds like things and that's more obvious. You just recording a podcast, we're not in your offices that things work really seamlessly together. Was that something you knew choosing inside of that these integrations were an option? And that was sort of on your list of requirements? Or was that a happy surprise?

14:44

I'd say it was a little bit of both. It was definitely top of mind for me coming into the vendor selection process, but I think integrations always have the highest likelihood of making or breaking any tech acquisition, and at the same time are one of the most difficult to validate throughout the procurement process. You know, it's really hard to like, intimately test and understand how a system is going to integrate with others. During the amount of time that you have the bandwidth, you have to evaluate, select and compare vendors. So really what what validated the process for me or what validated inside its capabilities for me prior to purchasing was getting to talk to other customers who had built what we were trying to build and who had success with integrating with Salesforce with integrating with Zendesk with potentially integrating with other LMS systems, or, you know, even product board. For example, we talked to product boards team prior to joining the Insight family. So there was a level of validation we were able to achieve there. And then we didn't even test thankfully, we had access to a free trial for a number of months during the sales process with Insided and we had connected our insight platform to our Salesforce sandbox. So we had seen some of those integrations at play. But it definitely was, I would say, I think you put it as like a pleasant surprise, a happy surprise. In the midst of implementation. What surprised me most was when in our production environment, we were starting to do some testing and connect our knowledge base and our Salesforce environments. I mentioned that we had a total six week implementation period and honestly setting up the Salesforce integration both to sync community members between the two platforms and community member activity from inside to Salesforce, but also allow us to send records back to Salesforce, that all was set up in like an afternoon. And then same with our Zendesk guide integration to bring all of our normal knowledge articles into our community through federated search. I mean, it was it was literally a matter of adding, you know, a couple of keys and a bit of information for the integration and turning it on. So inside, it's developed a robust integration framework that is specifically catered for b2b SaaS companies. And they made it really easy to turn on some of those integrations. So we were looking for that. But it was also a nice surprise when everything worked as expected. Because that's not always the case, in these kinds of projects.

Shannon Abram 17:11

I was just going to say that it sounds like there's going to be a lot of people listening to this podcast, who are jealous that some of those things were so easy for you, because we hear a lot of horror stories. And when you said it was a six week from choosing the platform to standing up the community, that's fast, and then hearing you talk about it, it makes sense why but I think a lot of people are going to be out there sort of furiously taking notes.

17:36

Yeah, and I realized, you know, I don't I don't, I don't want to sell that as the norm or to be expected. You know, there's a lot that can go, right. And a lot that can go wrong in these projects. I think for us, what it really came down to we were really careful and considerate in the procurement process in ensuring that we had done our testing and knew what we were getting into. And we had a great team internally of stakeholders. I mean, I was working very closely at the time with primarily our marketing team, and our IT teams to ensure that, you know, we were getting all of the assets that we needed, and considering, you know, branding and design of the platform, but then also ensuring that the integrations

that we were looking to build would be feasible and were well supported. But it's so much of it as I can't stress enough really did come back to Inside its ability to manage the project to support us to keep things organized, we leveraged Asana, they were in their project plans at that point through Asana. So we had a shared board where I had specific responsibilities on my end inside, it had specific responsibilities on their end, and we had joint responsibilities as well. And all of those things just made for a really easy and seamless implementation. The last thing I'll share here is, and maybe we could get into this more, but in thinking about the ease and the timeline, another thing that I tried to emphasize often for individuals who are looking to stand up a community and what planning you can do to set yourself up for success. This is an overused phrase, and I've probably stolen it from someone, but my advice is always don't just build it for your customers, but build it with them. And we adopted that mentality from really early on. So even while we were still evaluating vendors, we had sent surveys to our customers asking them for feedback on what they'd like to see in a community experience. And then we identified a group of early adopters and what we called Community founders who were involved during the implementation stages to share with them, you know, here are some of the pages that we're designing, here's the way we're thinking about structuring content. What do you think? And, you know, while that added a bit of work throughout the implementation phase, it also ensured that we were building something that was meaningful for our customers and that they felt ownership over it, it didn't ask for it. But there's some commentary on why maybe it was a bit easier for us than it sometimes is.

Jim Storer 19:47
It definitely sounds like you've got you've got a culture there that really supports this kind of work. And I wonder if that's something that you think has just been organic at the organization or if it's thing that you've been able to kind of actively Foster, because a lot of organizations require kind of some careful care and feeding to make sure that they're aware of the opportunity with community and they understand the value proposition. And it sounds like that might have already been kind of baked into the culture there.

20:20
Yeah, it's, it's a really good point, I think, you know, I don't want to paint it all as sunshine and rainbows over here, it is great. I mean, I don't J was an awesome company. And our community is fantastic. And bias, I think it's, it's one of the best out there, we have awesome members. But there certainly are challenges there. And there's a consistent and continuous need to ensure that we're communicating the value and business impact and business outcomes that the community is helping drive to executives. So looking back on it, every statement that you shared is valid. I mean, there, when I came in, I was hired in the organization, as I mentioned, with like my first goal being to launch a community. So thankfully, I didn't come into the organization having to build a case for or tried to justify the need for this tool. And this place for our customers that had already sort of come organically. And thankfully, and strategically, executives at Docebo had realized we need this, we need someone to do it. And that's when I stepped in. So for any organization that's going through those struggles, trying to build a case. You know, I think one of the listening to podcasts like this, you know, getting involved in the communities that are filled with practitioners who have done this and who have successfully built the case, I think is the best way that you can spend your time and emulate the way that they're describing the value of community and seek out resources there, there are plenty out there that can help you build

that strategy and present that case to the organization and ensure that you can find an executive champion somewhere in the org. And for me, that that existed directly in our SVP of CX Jared Cook, he's, again, he was the one that hired me to do this. And he there was an innate understanding there of what value community could bring, which gave us a huge leg up because we weren't having to continuously justify and build a business case while also building the community. Again, for anyone listening who's in the early stages of planning, try to find that executive champion early and allow them to help you build that business case, because it's going to help you a lot in the long run. And sometimes that happens in different areas of the organization. I believe strongly that customer education and community are best positioned in an organization within customer experience or customer success. But that doesn't always have to be the case, there are plenty of organizations that that have made it work well being an extension of support or being an extension of marketing at the end of the day. And what I think is most crucial there and considering where you fall is who can be your executive champion, your executive advocate, and come to the table with an innate understanding and alignment on what value that community can bring. At the end of the day, where we are now, you know, we're over a year of having launched the community, we're still seeing tremendous growth and incredible engagement and activity within the community itself. Our customers have continued provide great feedback about how it's helped them. So all of that has helped build our case. But none of that matters if we aren't actually driving the business outcomes that we originally set out to drive and having an impact on the organization in the way that we wanted. And at the at the early stages, all you can do is hypothesize and build theories around what impact you might be able to have. And as you're growing that community, you have to figure out how to tell the story and then use the scientific method to prove and validate those hypotheses. And that's where the intricacies come in. That's where a lot of the friction starts where you're now building a cost center for the organization. And there's more time and investment into the technology into the content creation and into the resources. And you need to be better at sharing the value that that's bringing. So that's the phase that we're in now, as I mentioned, we've we've seen great engagement, we've built a great business case, we're supporting a lot of the business objectives that we've set out to accomplish. But that's I am daily faced with that same struggle and lose sleep just like any other customer education or community leader does and trying to figure out like, how do I justify the return on investment that we're making here?

Shannon Abram 24:16
Adam, you're speaking our love language, we are constantly talking about how important it is to tie the work you're doing to business outcomes, because that is the language that the people with money speak. And if you can't do that, it's just it's hard to get funding. And so I love what you're saying. I am gonna throw you it's not a curveball, because I don't think it's a hard question, but we didn't plan for it. While you were talking about Zendesk and Docebo and Insided I was thinking about how the reporting on the backend works because a lot of different things talking to each other. So how do you handle reporting specifically on the community customer side? Specific to

24:57
insight that was another really big value added an area where they shown during the procurement process so Insided, again, I always fall back to anytime I'm describing them as a tool and a vendor to anyone. I mean they they are purpose built and designed for b2b SaaS use cases. And so a lot of the reporting insights and analytics that are possible directly through insight it make it very easy as a leader

of the organization and as a an admin in the tool to pull the insights that you're looking for. So it's really easy for us to keep a consistent and steady pulse on engagement within the platform and to see which of our users are engaging most heavily and what content is performing best and how our product feedback initiatives and voice of the customer focus initiatives are improving over time related to, you know, the number of ideas that were opening and closing and delivering and the number of votes we're collecting. So a lot of the core engagement data and a lot of the base level insights that we need to glean most often to understand, you know, what I would call like, the vital signs of our community are so easy to pull and report on directly within the platform where the complexities come in, as you mentioned, where we have a separate knowledge base in Zendesk where we're continuously driving a lot of our users, and then also in Chiba University, and our dojo platform where a lot of our users are going, it's been really interesting to see on the Google analytics side, like some of our source information for like tracking, you know, where our traffic is coming from, for each of the platforms, over 30% of our traffic to our community, is from organic search. And so our customers are finding our community or our communities on gated, and so the majority of the content in the platform is public. It's search indexable, it's SEO rich, and a lot of our customers are finding community content directly through Google. What's really cool then, though, is that almost 80% of our traffic into Chiba University, which is a data platform is direct. And the number one reference source that we have is our community. And our knowledge base is a little more of a hybrid of the two because our knowledge base is also public. But it's been a testament to how well community can be used to drive and promote awareness of a lot of the content that you have in other systems, it becomes that entry point for other tools that you have that sort of sit alongside it. But the biggest struggle that we still face to get back to your exact question, the biggest struggle we still face is ensuring that we're gleaning insights from the content that our customers are engaging with, and what they're searching for in both Zendesk and Chiba University in our knowledge base and indo Chino University, and ensuring that that's informing new content, that we're focused on the new offerings that we're looking to bring our customers. And that's, that's where a lot of the manual reporting still happens. With that said, we are actively working on improving some of our dashboards around customer education, and especially in advocacy as well. We've got a lot of tools, handling a lot of those programs and initiatives. They're all now synced and tied to Tableau, which is the BI tool that we use. And we're in the process now of prioritizing some new reports and dashboards that can help us glean some of those insights directly through Tableau.

Jim Storer 28:17
And it sounds like you've started to hint it you what might be on your roadmap sounds like more advanced, we're focused reporting as part of that other other projects, we we talked to a lot of community managers and community leaders. And if one thing is true about all of them, they're they're always trying to figure out what's next. And so I wonder what your what next is,

28:39
there's probably too many, I would probably need to prioritize a little better. Now, I think we've had a pretty good understanding of the major mountains that we're looking to move in early 2023. And beyond, really, we're at a point now we've we've continued to grow our community, we just past 4000 members, in October, we're seeing a steady cadence of over 50 new member registrations per month, which is awesome. But on the community side, you know, we're starting to realize we've built this incredible large community. And we've continued to keep content fairly well organized within it. But

what we need to start doing more is building and developing sub communities within that environment, right and finding more communities of practice. And we have a very diverse customer base, enter Chiba and there are a lot of customers that are leveraging us for hybrid training. So training, a combination of internal and external audiences, being employees, customers partners, and that's really our bread and butter. We're really adaptable system that can cater to multiple use cases in disparate audiences. But there are a lot of our customers that are just training employees from a compliance training standpoint or from a sales enablement standpoint, and from a leadership development standpoint, and there are a lot of customers of ours who are training you know, frontline restaurant workers in the service industry or retailers in franchise retail. So we've Got a lot of disparate audiences that make up our community. And at the end of the day, they all have common goals of training users and bringing education to audience members. But there are a lot of intricacies and the challenges that they face and the problems that they're trying to solve. And we want to get better at organizing those sub communities and building smaller groups in meaningful ways for those individuals to interact. So the way that will realize itself is through more recurring live events that get some of those subgroups together, expanding our groups that we actually support within our community to be a bit more focused on different solutions that we know our customers are building for and trying to build more meaningful, smaller spaces, that customers can engage with one another, make it easy for them to find one another and continue to learn from each other. And that will kind of extend into our formal training strategies and achieve a university we're looking to increase the amount of live training that we do to bolster the asynchronous elearning content that we deliver through the chamber University. And where this all really comes together. As I mentioned, that we've got this advocacy portion of the team, all of what we're doing on our team within customer education. And when you look at a broader sense, just with our customers, in general, we're trying to find the most meaningful ways to engage our customers and to, you know, they have a lot on their plates. They're doing a lot within their organizations. And we're trying to help bolster their own reputations and further their own careers by helping them get involved in projects and to tell their stories and show the success that they've found. And so our advocacy team is really focused on mobilizing our existing customers who are champions of us who have been successful with us, and figuring out where to plug them in and content that we're generating to either help train existing customers drive awareness of Docebo and generate demand and the pre sale side. So on that side of the house, we're really looking to build a centralized place that would be an extension of our community where we can engage our advocates and allow them to perform those acts of advocacy for us and operationalize a lot of the stuff that we've been doing, you know, really through like email and spreadsheets over the past year or two.

Shannon Abram 32:02
This has been such an interesting podcast I've learned I feel like I've learned so many things, which is always really exciting. We did not prepare you for the speed round Adam, but it is time for the speed round. Are you ready?

32:15
Oh boy, I'm ready.

Shannon Abram 32:16
I feel like you're gonna do really well. The first one is kind of a softball, dog or cat.

32:22
I'm gonna say cat I have a cat. I also love dogs. But you know I gotta go cat since I've got one.

Shannon Abram 32:27
It could probably hear you and heard you say dog. Who knows what would happen later?

32:33
Yeah, I don't want I don't want slippers. I have a grudge.

Shannon Abram 32:36
Oh, its name is slippers.

32:38
Yeah, she's cute. Name

Jim Storer 32:41
and I have to say team dog because as he's on the bed behind me, so

32:46
I locked slippers out I closed my door intentionally so she wouldn't interrupt. Oh, slippers

Shannon Abram 32:50
is pissed anyway, so true. Pour fuel on

Jim Storer 32:54
the fire. The second question in our speed round is what are you binging?

33:00
What am I binging right now it's water. I'm almost done with long way up to new sequence in a series of documentaries that you and McGregor started like way back in the day. There's still a third installment there's a long way down where he and a buddy of his rode motorcycles from North of England all the way to the southern tip of Africa or maybe Long Way Round came first. But then there's long way round where they circumnavigate the globe on motorcycles. And this was long way up where they started all the way and South America at the tip of South America and Argentina and drove all the way up and they ultimately ended up in LA. So I've got like two episodes of that left. But it's a great one. It's on Apple TV.

Shannon Abram 33:40
I've never heard of that. I love it. I'm it's on my list now. That's great. What is your work from home hack? I think you have to say slippers. I don't I'm just

33:49
Yeah. Get a lap cat or a lap dog.

Jim Storer 33:56
Do you have a favorite dessert?

33:59
I probably have to say I've got a couple that put chocolate chip cookies at the top of the list. Fresh baked homemade chocolate chip cookies.

Jim Storer 34:07
speaking my language,

Shannon Abram 34:08
it's a classic. What's your community superpower?

34:13
Well, what is my personal community superpower? What is the superpower of Chivo? Community?

Shannon Abram 34:18
I'm not going to be able to provide any more information?

34:21
Well, I think Docebo community's superpower is our members and the learning culture that they've developed for us and with us.

Jim Storer 34:29
And you, you certainly could have the same answer for this question. But who or what is your community inspiration?

34:36
I would say if not over the past few months been as active as I've needed to be but you know, I'd say the CMX Slack community and Sumos customer education Slack community but then also, you know, the broader extension of the customer education community that Dave Darrington and Adam ever masscue have built over a customer education lab. And lastly, community conversations. These I mean, these are all like resources and content that I I regularly consumed to ensure that I'm filling the cup while I'm continuing to try to execute on all of it.

Jim Storer 35:06
Excellent. Thank you so much today, Adam. Thank

Shannon Abram 35:09
you. It's been really great chatting with you. It sounds like you're super busy. So we appreciate you taking the time to chat with us. And we, you know, can't wait to talk to you in a year and see how the roadmap panned out. And then what's new?

35:22

Absolutely. It's been a delight. Thank you both.

Shannon Abram 35:25

Thank you. Bye bye. Thanks for listening to another episode of community conversations with the Community Roundtable. We'll see you next time.