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Best Practices

TRUST & TRANSPARENCY

Written by: Jesse LaDousa, Chief Operating Officer

At Clientek, we are fortunate to have long standing relationships with our customers. Many of our projects go multiple years, with lots of releases and iterations delivered by our teams. We have deep relationships with our top clients, understanding not only their business needs, but their individual agendas and personal goals. This helps us align the right strategies, resources, and architectures to assist them in accomplishing their goals.

It's often said that people do business with those that they trust. We believe this to be a core value at Clientek and we strive to achieve it with each relationship we build. Building trust takes time and effort though. It's not something that comes with your first meeting, or even your first project. As an example, during initial discussions with new prospects we often point to our practice of delivering on our sprint commitments. We tell the prospect: "We'll deliver what we commit to each sprint and if we don't, we'll extend the sprint on our dime, not yours." It's a great pitch line, but until the prospect experiences a rough patch in a sprint, they have no cause to believe it.

We also believe in creating trust using transparency - running our projects in conjunction with our clients. Our clients are highly encouraged to participate in our daily stand ups, backlog grooming sessions, and release planning sessions. We provide end of sprint demos to all stakeholders, often recording them so they can be distributed to those who can't attend. We let our customers see when our teams are succeeding but also when they are struggling. Seeing our teams struggle but then come together to solve a problem is one of the best ways to build trust through transparency.

We'd love to talk to you more about how we have been building trust and delivering projects using transparency for the last 28 years. Contact us today to learn more!

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