


VOICE OF THE  
CONSUMER BOARDS  
MUST HEAR

---

Fi Mercer  
CEO & Founder  
Governance Evaluator



## Why is this so important?

A series of white paper boats arranged in a line, receding into the distance. The last boat in the line is red. The boats are cast on a white surface, creating soft shadows.

So boards of governance  
can lead successful aged  
care businesses that you'd  
happily book into

# Hearing aids for boards

Get your hands dirty  
What matters to the consumer  
People with lived experience  
Use data and digital insights



Get your hands dirty!

*'On the ground'* understanding  
Meet outside boardrooms  
Walkarounds  
Face to face with diversity



# Understand what matters to our consumers



*"The main thing is to keep the main thing the main thing"*

*~ Stephen Covey*



# A skin g people with live d e xpe rie n c e de fin itio n s

Dig n ity

Vu ln e ra bility

Ha ppin e s s

Me a n in g fu l life

Dig n ifie d pa s s in g




A skin g pe o ple with live d expe rie n ce b o u n d a r i e s f o r  
*'User needs versus wants'*



# Tracking & sensing data and insights

EC H: 15% clients progress from in the home care to next level







Success

# Some orange thoughts!

Why is Business Class full of our consumers?



# CONTACT US

---

[solutions@governanceevaluator.com](mailto:solutions@governanceevaluator.com)

0488 525 460

