

The logo features the word "FORRESTER" in a white, serif font, centered within a dark green oval. The oval is set against a dark blue background with faint, light blue wavy lines that create a sense of motion or depth.

FORRESTER®

# Forge Valuable AR Programs With FIAR: The Forrester Industry Analyst Relations Model

Forrester Consulting

# Big AR questions

- What should my AR team do now, this month, this year?
- How should I measure my AR?
- What is my AR team supposed to achieve?
- What value does AR bring to my company?
- How can I change AR at my company to deliver strong answers to all these questions?

# What is FIAR?

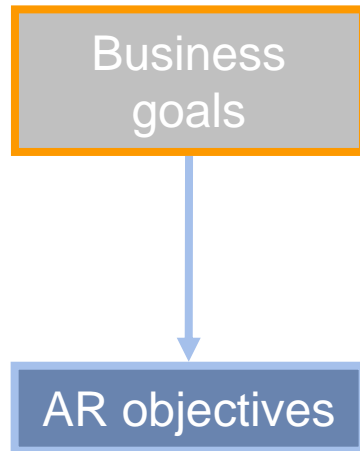
- The Forrester Industry Analyst Relations Model
  - Identifies the key aspects of a strong AR program
  - Provides a step-by-step process that shows you how to assess and combine them to deliver business value

# Corporate business goals drive AR business value

Business  
goals

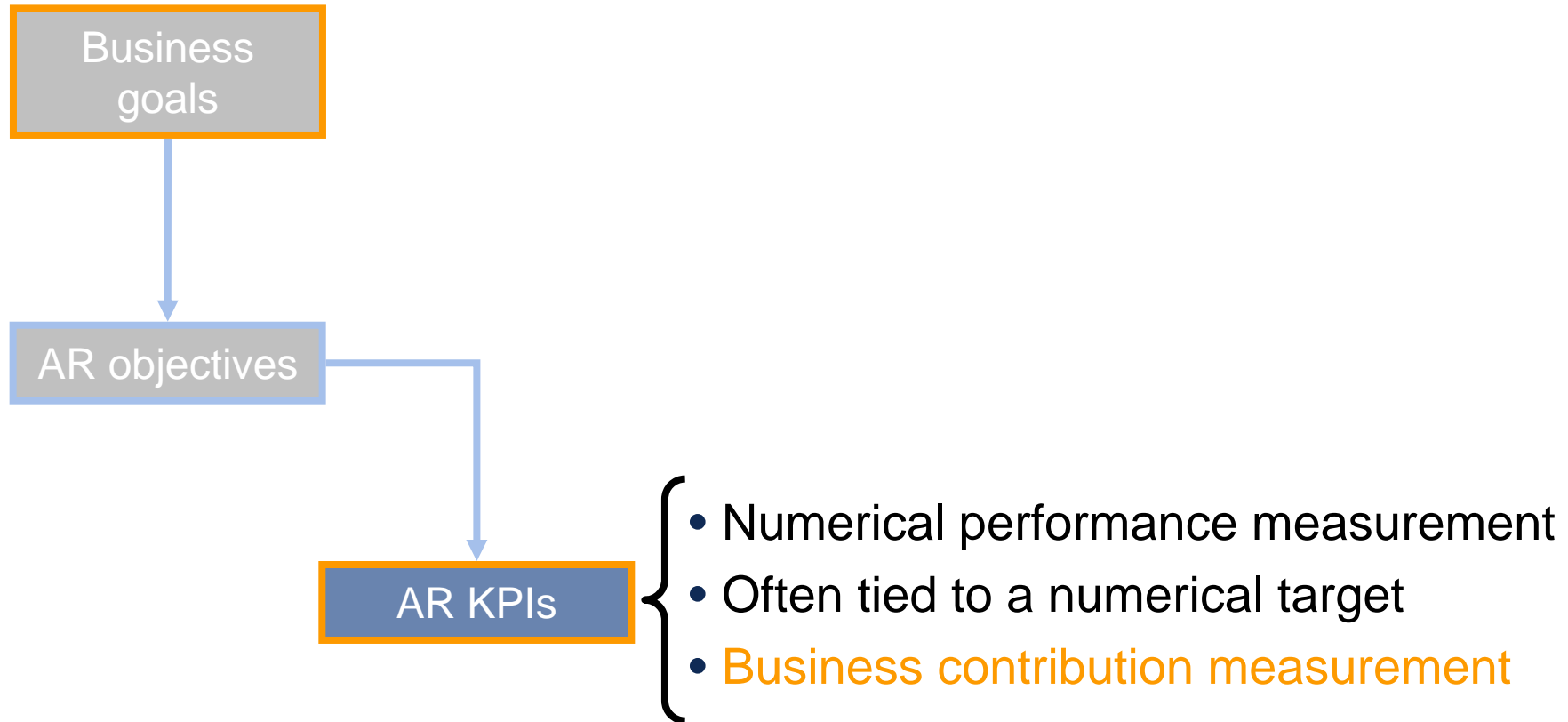
- A major challenge for the company as a whole

# AR objectives drive AR toward the business goals

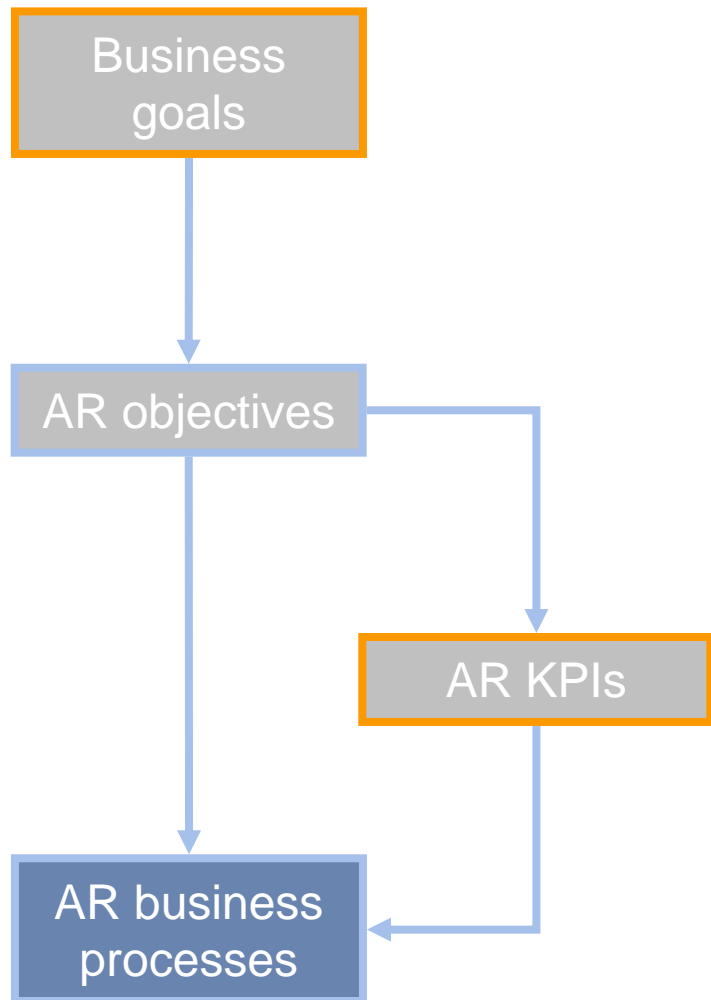


- Statement of intent
- Sometimes a promise or commitment
- What the business expects from AR
- What else AR must achieve to support business goals

# KPIs gauge success against objectives

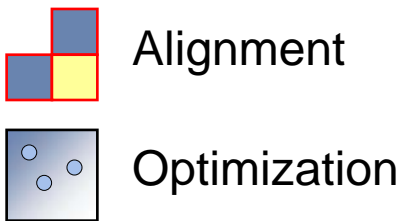
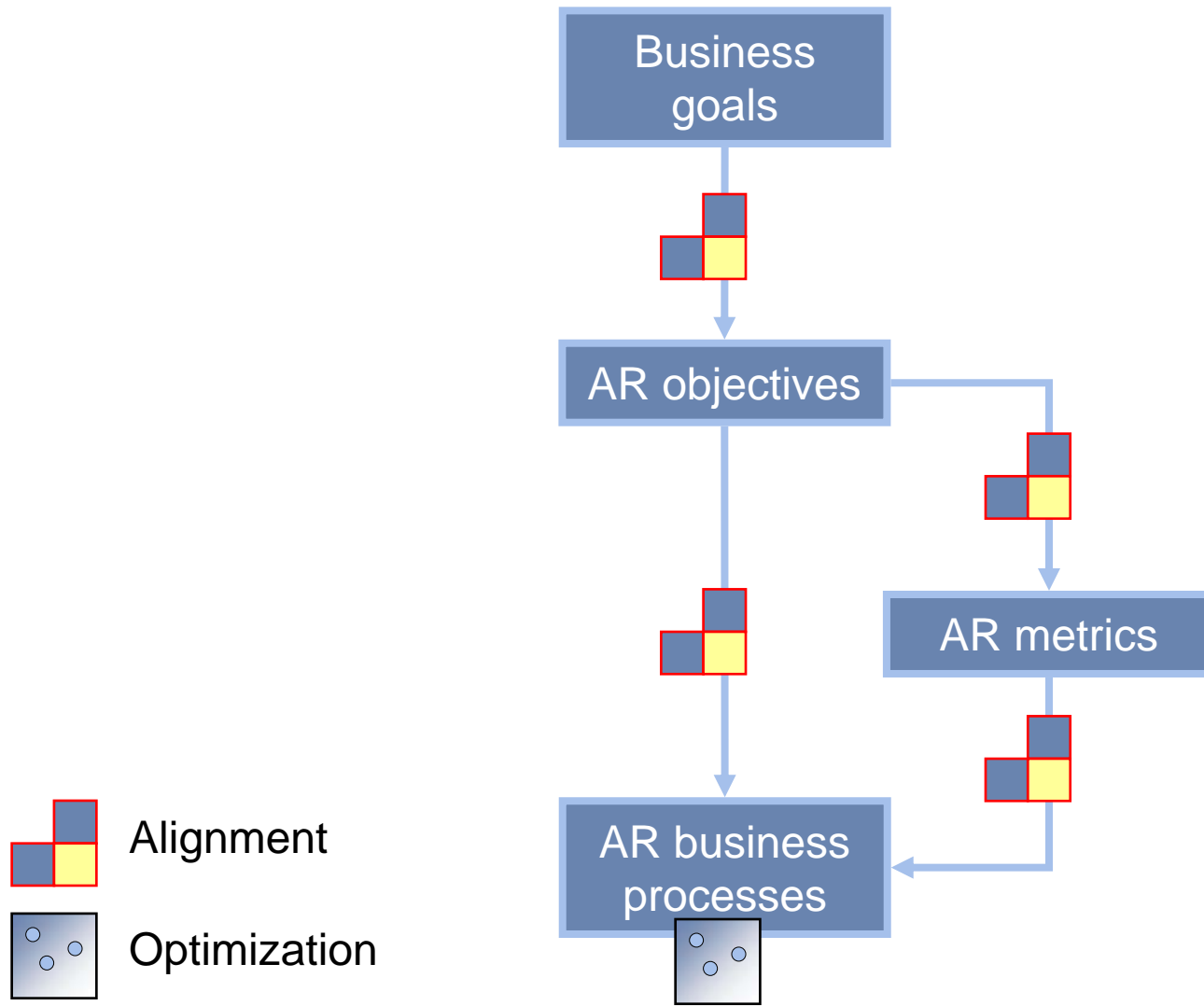


# Activity must align with objectives and metrics



- An activity large enough to:
  - Assign staff and/or money
  - Be worthy of mention in an AR plan

# Align optimal AR with business via objectives



# Foundational processes are key

- 🔑 AR planning inc budgeting, staffing, team structure, and team skills
- 🔑 AR systems and infrastructure
- 🔑 Message construction
- 🔑 Analyst finding, evaluation, and tiering
- 🔑 Spokesperson identification and management
- 🔑 Customer reference management
- 🔑 AR campaign management
- 🔑 Briefings
- 🔑 Report participation inc. major analyst evaluations
- 🔑 Analyst request management
- 🔑 Research access (subscriptions) and dissemination

AR will have to do much more than this, but this puts additional processes in place once AR has been assessed.

# FIAR steps interlock to create value through an optimized AR program

| Step Number | Activity  |
|-------------|---|
| 1           | Identify corporate business goals                                   |
| 2           | Identify AR objectives and align with business goals                |
| 3           | Identify AR metrics and align with AR objectives                    |
| 4           | Identify business processes and align with objectives and metrics   |
| 5           | Optimize cost and resource  |
| 6           | Iterate to produce a great AR program specifically for your company |

# When is FIAR used?

- AR Planning
  - New AR program / Annual AR planning
  - Budget and/or resource claims
- AR Review
  - AR program optimization
- 1st 100 days for new AR manager
- Opportunistic AR
- Justification of metric selection
- Your annual performance review

# Advisory options

## Help with...

## Forrester solution

Understanding how to apply FIAR

Two-hour call. Uses examples from your business.

Assessing your AR

AR Scorecard Review. Assesses your AR against FIAR-based criteria.

Planning your next AR program

One-day workshop. Begin to apply FIAR to your AR objectives and business processes.

AR program development

Multiple custom sessions. A Forrester analyst can support you at all stages of AR program development.

# Next steps – Becoming an AR leader

1. Read the research report:

*“Forge Valuable AR Programs With FIAR: The Forrester Industry Analyst Relations Model”*

2. Design the right AR program for your company
3. Ask Forrester for help if needed

If you can deliver provable AR business value ...

*You are an AR leader*

# Thank you

- [ticonsulting@forrester.com](mailto:ticonsulting@forrester.com)