

# TOP TIPS

## From BC Tech's C-Councils

362 participants from 269 BC Tech member companies participate across 11 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.

AI  
C-Council

\$ CFO  
C-Council

CMO  
C-Council

Digital Health  
C-Council

In-House Counsel  
C-Council

Indigenous Led Tech  
C-Council

SaaS CTO  
C-Council

Scaleup CEO  
C-Council

Startup CEO  
C-Council

Sustainability  
C-Council

Talent  
C-Council

CPAs, CPHRs, Lawyers and other professions are invited to include C-Council participation towards their CPD requirements in British Columbia.

### CAPTIAL

- The **Indigenous-led Tech Company Council** shared that funding in BC can be hard to navigate. Leveraging the BC tech community and connecting with experienced founders who have scaled businesses can offer the best insights on securing capital.
- The **CFO Council** discussed the impact of potential tariffs and shared that understanding your supply chain and proactive planning can help mitigate risks and avoid disruptions.

### CUSTOMERS

- Customer retention starts with data and strategy, according to the **Scaleup CEO Council**. Track churn, conduct exit interviews, and analyze usage patterns to identify red flags early so that you can take action early.
- The **CMO Council** discussed the challenges of selling into highly regulated industries and determined that building trust and education are key to driving adoption. Building relationships with governing bodies, providing valuable resources, and focusing on serving the broader industry can also help to create a greater long term impact.
- Scaling up requires strategic marketing investment—but not every event is worth your time, the **Sustainability Council** noted. Align marketing efforts with clear goals, customer data, and sales priorities to ensure resources drive real business growth.

### TALENT

- The **Talent Council** shared strategies for bringing employees back to the office. Consider adopting a workforce-segmented approach rather than a one-size-fits-all mandate. Define the strategies that best align with different roles and team needs, while putting in place guardrails to ensure business goals are met.
- Responsible AI adoption works well when companies engage cross-functional teams to develop company policies, was a key take-away from the **In House Counsel & Talent Councils**. With 75% of knowledge workers already using AI—many bringing their own tools into the workplace—proactive controls and guidelines for employees are critical.

### Here's what C Council members have to say about the value of BC Tech's C-Councils:

*"When you talk to people who are further along in the business, you gain insights that save time, money, and stress. Their experiences help you navigate challenges like scaling, funding, and market shifts with real-world strategies and smarter decisions."*

*"Scaling up isn't just about efficiency—it's about shaping the industry and fostering innovation. Engaging with other leaders helps you influence best practices, build meaningful partnerships, and contribute to a stronger business ecosystem."*