



## **MODULE 3**

### **Competing on Customer & Employee Experience**

# OVERVIEW

Untapped Potential is an immersive 12-month training experience that is instructor led and combines direct instruction, hands-on training, and one-on-one coaching to develop the skills and capabilities required to achieve desired learner outcomes.

## Competing on Customer and Employee Experience

The courses within this module are intended to help leaders learn how to delight their customers and employees by designing deliberate customer and employee experiences. In addition, learners will learn how to further improve overall leadership team health and creating a high-performing leadership team by continuing to explore Patrick Lencioni’s “Five Dysfunctions of a Team” with a specific focus on Conflict, Commitment, Accountability, and Results.



MODULE 3  
**Competing on Customer & Employee Experience**

Expected Outcomes  
Learn how to delight your customers and employee by designing, experimenting, and improving your experiences

Course #	Course Name	Hours
DYCE01	Competing on Customer and Employee Experience	3
DYCE02	Developing Personas and Empathy Maps	4
DYCE03	Developing a Curated Customer Experience	10
DCT03	Leadership Team Health (Pt 2)	4

### Course Delivery, Instruction, and Evaluation

#### Delivery:

All courses can be delivered in person or online based on our client’s requirements and the safety practices being followed related to Covid-19. For online delivery of course material, we will use leading technologies including Zoom, Microsoft Team’s, and Miro Real-Time Whiteboard.

#### Instruction:

The courses are delivered by instructors from Stack’d Consulting and Stack’d XLAB who have extensive experience in supporting leaders and their company’s transform, grow, scale, and delight across a variety of industries and company sizes. All Untapped Potential course delivery is overseen and managed by Dustin Anderson, CEO and Founder of Stack’d Consulting.

#### Evaluation:

Our courses are intended to provide hands-on experiential learning experiences and each course will result in the creation of a course deliverable. Course deliverables will be reviewed upon course completion and a certificate of completion will be provided to learners. A detailed description of each course in the module and its evaluation requirements are presented below.

## Detailed Course Information

Module 3: Competing on Customer and Employee Experience		UNTAPPED  POTENTIAL <small>BY STACK'D</small>	
Course	Course #	# of Hours	Cost Per Learner
<p><b>Competing on Customer and Employee Experience:</b>                      The purpose of this course is to learn how a company can compete and win in the market by delighting their customers and employees.</p> <p>This course is delivered by the Stack'd XLAB.</p> <p><b>Learner Outcomes (How to):</b></p> <ul style="list-style-type: none"> <li>• Begin to compete on customer and employee experience</li> <li>• Link your brand promises to the experiences you are trying to create for your customers and employees</li> <li>• Use available data and information to influence and refine the experiences you are trying to create</li> </ul> <p><b>Course Evaluation:</b>                      The development and documentation of a brand promise that outlines the experiences that are trying to be created for the learner's company and identifying how this will be unique from a competitor offering.</p>	DYCE01	3	\$450
<p><b>Developing Personas and Empathy Maps:</b>                      The purpose of this course is to learn how to develop Personas and Empathy Maps in support of your delighting your customers and employees. We will learn how to analyze and assess how customers and employees think, behave, and feel and how this influences how they want to engage with your company, their perceptions of their experiences with your company, and how you use this information to curate individualized experiences.</p> <p>This course is delivered by the Stack'd XLAB.</p> <p><b>Learner Outcomes (How to):</b></p> <ul style="list-style-type: none"> <li>• Select and develop a customer and employee persona</li> </ul>	DYCE02	4	\$600

### Module 3: Competing on Customer and Employee Experience

Course	Course #	# of Hours	Cost Per Learner
<ul style="list-style-type: none"> <li>• Empathize with your customers and employees to gain insights in what they want, what they care about, and how to delight them through creation of empathy maps</li> <li>• Use data to inform the development and evolution of your customer and employee personas and empathy maps</li> </ul> <p><b>Course Evaluation:</b> The development and documentation of a customer persona and empathy map for a given customer type based on actual customer data.</p> <p><b>Prerequisite:</b> Completion of DYCE01</p>			
<p><b>Developing a Curated Customer Experience:</b> The purpose of this course is to learn how to complete a customer journey map and identify where there are opportunities to improve the experiences your company provides both internally and externally. This course will provide you with the framework, tools, and approach to analyze and develop journey maps and a process to identify, evaluate, prioritize, and implement solutions to improve your company's experiences.</p> <p>This course is delivered by the Stack'd XLAB.</p> <p><b>Learner Outcomes (How to):</b></p> <ul style="list-style-type: none"> <li>• Develop a customer journey map</li> <li>• Use developed personas and empathy maps as an input into the development of your customer journey map</li> <li>• Use customer and employee data to support the development and analysis of your customer journey map</li> <li>• Identify the moments that matter that will have the greatest impact on an individual's experience with your company</li> <li>• Ideate and evaluate potential solutions to improve a customer or employee experience</li> </ul>	DYCE03	10	\$1500

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Course	Course #	# of Hours	Cost Per Learner
<p><b>Course Evaluation:</b> The development and documentation of a customer journey map for a given customer persona. In addition, the development of an implementation plan to support the developed solution to improve the customer experience.</p>			
<p><b>Leadership Team Health (Pt 2):</b> The purpose of this course is a continuation of how to further improve leadership team health and performance based on Patrick Lencioni's Five Dysfunctions of a team. Specifically, this course focuses on understanding the other four levels of team dysfunction including Conflict, Commitment, Accountability, and Results.</p> <p><b>Learner Outcomes (How to):</b></p> <ul style="list-style-type: none"> <li>• Understand the other four dysfunctions of a team including Conflict, Commitment, Accountability, and Results</li> <li>• Develop strategies to improve a leadership team's health to address deficiencies in the other four dysfunctions of a team</li> </ul> <p><b>Course Evaluation:</b> The successful completion of the selected Five Dysfunctions of a Team performance improvement exercise(s) for Conflict, Commitment, Accountability and Results.</p>	DCT03	4	\$600
<b>Total*</b>		21	\$3150

\*Total cost per learner plus GST.