

Made **For.**

CX strategy Bootcamp

Customise to your schedule with 2 options

option 1

4 Days, On site

option 2

8 Days, Online



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Why CX Strategy?



- **CX Strategy** is the starting point for every effective Customer Experience. By using market analysis and business insights to define brand and customer strategy, CX professionals can affect the fundamentals of their business' performance.
- **CX Strategy** is one of the key bootcamps if you want to understand 'why' the business is doing what it is doing. By using market analysis and business insights to define brand and customer strategy, CX professionals can affect the fundamentals of their business' performance. Customer Strategy and Insight is the starting point for every effective Customer Experience.

What will you learn?



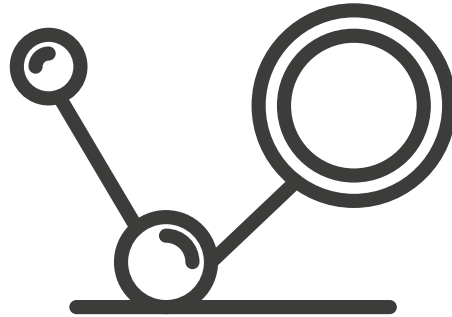
- Learn to describe and develop strategy based on customer's perception and interaction with the brand.
- Learn to embed customer-centric values and experience design methods in your organisation
- Learn to manage innovation in a complex organisation by evaluating various types of insights.
- Learn to recognise the opportunities effectively and evaluate the organisational capability to activate them.
- Learn to develop capability map and shift from team and department mindset to capability mindset.
- Learn to set up the right success metrics to measure and track benefits.
- Learn to manage stakeholders and collaborate and co-create effectively.
- Learn the context of the Customer Strategy in a business strategy and experience the real-world disruptions while achieving your goal.

Learning Path of the CX Strategy Bootcamp

8 HOURS

DAY 1	DAY 2	DAY 3	DAY 4
Foundation / Insights	Vision / Principles	Oppoertunities / Capability	Roadmap / Engagement
Welcome to the bootcamp	Customer insights - customer journey storyboard	Introduction to the Options Grid	What does the success look like?
Welcome to PriceCo.			Defining initial projects (based on the Options Grid)
CX fundamentals	Defining the CX Strategy vision	Defining the Future State	Roadmap draft
BREAK	BREAK	BREAK	BREAK
Intro to CX strategy	Vision presentation to PriceCo.	Prioritisation of the options	Preperatation for the SteerCo presentation
Ways of working	Principles of the strategy - what must be true?	Defining tasks (based on the Options Grid)	
BREAK	BREAK	BREAK	BREAK
Internal insights - Dobin Model	The customer contract	Organisational capability mapping	Presentation Time!
Trends and external insights	Defining the principles		
BREAK	BREAK	BREAK	BREAK
Consolidation of insights	Half-way check-in	Sense check against vision	Final check-in
Wrap up & Reflection	Wrap up & Reflection	Wrap up & Reflection	Wrap up & Reflection

Learning structure



- We have two bootcamp options, which are both completely customisable to suit your schedule.
- Both of which demand a min of 12 or a max of 20 members.

Option 1:
4 days on site with our coaches
Option 2:
8 weeks online, 4hrs per week live with our coaches.
- For the supporting learning kits and resources you should estimate additional 2-3 hours on self study.
- Post bootcamp support and toolkits. You will have access to learning kits 1 year after graduation, as well as access to our coaches and resources to support you in your next career step.

Why team learning?

Instead of managing channels, products, or isolated customer interactions, build a powerful and aligned team that focuses on the customer first.



4 reasons why should you invest in your team learning



Learning is the key to customer centricity.

To deliver sustainable change you need to focus on building capabilities within the team as well as investing in technology and data.

Customer experience is a department too.

Similarly to finance or HR professional training, customer experience training provides recognised level of professionalism and are experts of their role.

Best people are motivated by self-development.

Providing people with a cutting - edge learning programme will ensure that you are investing in the most valuable assets (= our people) and help ensure that they are motivated to stay in your business and continue doing an amazing job.

Customer experience is constantly changing

Keep up with the latest developments in the market, and learn how to adapt your ways of working on an ongoing basis so that you can stay aligned with rapidly changing consumer behaviours.

Learning Experience

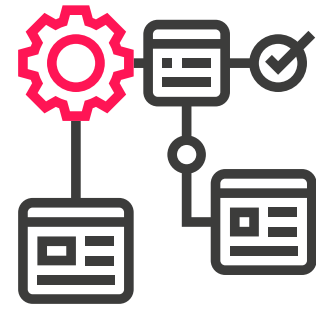
A bootcamp is a learning format designed to rapidly build capabilities and practical skills by combining **experiential learning** ('learning by doing') with **expert lectures** ('learning by listening') and **discursive sessions** ('learning by debate').

This approach facilitates effective learning over shorter periods of time than more traditional learning approaches.

From the first day of each bootcamp, participants will be part of a team with their boot-campers/ colleagues. This team is based in a fictitious retailer with a detailed business context, rich data sets and demanding customers. Participants will get introduced to this world quickly – getting to know stakeholders, how the business is performing in the market, what customers really think about the brand, and much more.

Each bootcamp is built around **the flow** which leads learner from understanding the Problem to providing a Solution. But just like in real world, things change quickly and the path to success is never straightforward!

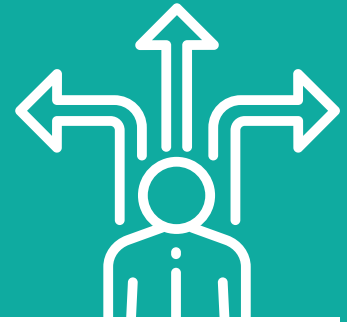
This approach helps participants develop **problem-solving skills, critical thinking, self-management, flexibility** – and allows them to see **the outcome** of their work to build confidence and experience.



Each bootcamp is structured into:

- **Immersion** in real-life business scenarios (c. 60% of all sessions). This is where participants learn the core skills, processes and knowledge required to be capable in a specific CX role.
- **ConteXt** (c. 20% of all sessions) One of MadeFor's goals is to get customer teams to work together, and that means that every bootcamp includes sections on how different CX roles collaborate to deliver great results for the customer. This is critical in helping participants become effective in their roles once they get to work.
- **Reflection** (c. 20% of total sessions) It is also important to understand **why** and **how** you do things, not just what you do. To do this, each bootcamp has a number of reflection sessions that allow participants to take a step back and change their perspective. These sessions use thoughtprovoking content and group discussion to help make sure that everyone connects the activities they are learning to do with the outcomes that they will need to achieve.

What to expect



The bootcamp is live event with the team and coach – either on-campus, on-site or online, therefore participants need to be ready to collaborate and interact for ultimate learning experience.

- **KEEP THE PACE.** This is the bootcamp, so it means that we are moving fast through concepts, materials and work. Don't be afraid that you will be left behind if you don't capture something on time – we will make sure to provide additional support or information if required, however make sure to commit to the pace, so your team and yourself can maximise the learning.
- **RESPECT YOUR SCHEDULE.** We all have very busy lives and sometimes it is hard to dedicate the time for learning. We get that! However, if you give your best shot to schedule around the session and actively participate – you are investing in your improvement, which means your team's improvement and your company's improvement. Who can say 'no' to that!
- **KEEP THE FLOW.** Each bootcamp is following a certain process aka flow. In product development it is also called as happy flow – so ideal process on how to follow the bootcamp. We would encourage not to miss the sessions to not 'upset the flow', however if you must, we will provide you with the recording and assignment for you to catch up.

- **FLIPPED CLASSROOM.** At MadeFor we believe that going through factual information and sources & creating notes is not the best time spent as a team. Therefore, we move these activities outside the classroom in a form of e-learning modules, assignments and homework, and use our time together engaging in concepts during the live sessions together with a coach.
- **PREPARE FOR THE SESSIONS.** Have you ever prepared for the meeting, sent out the pre-read deck just to realise during the meeting that no-one has read it? If you can relate to this, let's try to avoid it in our learning experience and schedule time for your assignments. We will provide you with a clear guidance on how much time you will need for each assignment. Don't worry, it will not be excessive and can be fit in your daily work!
- **ENGAGE WITH YOUR TEAM.** As in real life, you can't do it by yourself. Also in the bootcamp you have your team and a lot of work is dependent on how well you manage to work together. Reach out to reflect, provide or receive feedback and get to know each other better. Every connection can lead you to the new opportunities!
- **JOIN THE NETWORKS.** After the bootcamp you have not only gained new connections from your bootcamp team. You have access to much wider alumni network on LinkedIn, you can participate in The Luminary Circle events close to you or even join MadeFor Affiliates. Take a look at our website for more info: <https://www.madeforcx.com/>

The estimated effort: on average 4-6 hours per week for 8 weeks

Your Coaches



Charissa Shelton

Customer Experience

Strategy Expert



MadeFor bootcamps are taught by experts and CX practitioners who have built their skills and knowledge over many years in the field bringing innovation and new thinking to market.

They share their experience during the live sessions as well as make the simulation truly authentic.

Your tools



Zoom is a cloud platform for video and audio conferencing & collaboration. All MadeFor live sessions will be provided via Zoom.



Miro is an online collaborative whiteboard platform. It enables your bootcamp team to communicate and collaborate across formats, tools and channels – without the constraints of physical location, meeting space, and whiteboard.



All MadeFor e-learning modules, including assignments, homework and theoretical modules will be delivered to you via **Teachable** e-learning platform.

* MadeFor does not have any affiliation with either of the tools.

Your learning teams



Your teams will enable new collaborations as teams learn alongside others who are keen to learn new ways of doing Service Design and keep improving.

Your learning team will not be bigger than **20 people** which means that there will be special focus to make sure that your learning objectives are met.

About MadeFor

MadeFor is a Customer Experience learning organisation. We provide immersive bootcamps based on real - life cases led by professionals with extensive industry experience.

In addition, we are building a knowledge base and industry standard of what it means to be truly customer centric.

Contact us

Schedule a call [here](#).

Email us

team@madeforcx.com

Follow us on



**Be Better.
Be MadeFor.**

Thank you !

#BeBetter



Made For.