



**Estu**

# Team Innovation - Customer Success

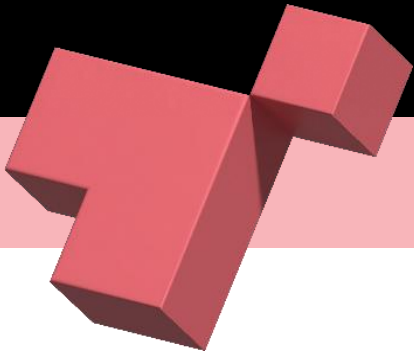
CMI LEVEL 5  
SKILLS BOOTCAMP

In partnership with:



[estuglobal.com](http://estuglobal.com)

# Learning for the real world



## Team Innovation - Customer Success Skills Bootcamp

This course blends practical frameworks with powerful communication and leadership development to help you enhance engagement, inspire loyalty, and boost repeat business.

Team Innovation – Customer Success is a dynamic 10-week training programme designed to equip professional teams with the skills, mindset, and confidence to build outstanding customer relationships and fuel business growth.

Through live online learning, expert-led masterclasses, and immersive in person sessions, you'll explore innovative strategies that turn customer interactions into long-term value.

The programme includes a Level 5 CMI professional qualification in "Customer Success Leadership & Management", recognising your ability to lead high performing teams and deliver measurable impact.

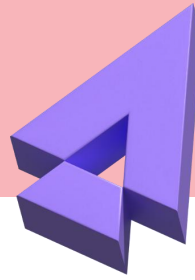
Backed by government funding, this is a unique opportunity for teams to transform customer success into a strategic growth driver – through collaboration, insight, and bold leadership.

**Join the Autumn 25 or Spring 26 Cohort. [Apply now.](#)**



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# Overview



**Audience:** Managers, Senior Managers & Directors

## Skills gained:

Customer Retention

Data Driven  
Decision Making

Service Design

Up Selling &  
Cross Selling

Impactful  
Communication

Measuring Customer  
Success

Optimising the  
Customer Journey

Attracting New  
Audiences

## Business outcomes:



Improve customer engagement and retention



Attract new customer audiences



Enhanced value propositions



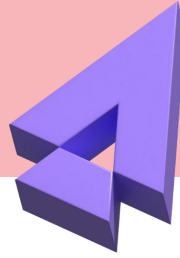
Successful innovation

**Qualification:** CMI Level 5 Award in Management & Leadership

**Duration:** 10 weeks

**Funded training:** Hertfordshire Futures will fund **70-100%** of the course fee of £4,500 per learner. Contact us to find out more about funding.

# Modules



<b>Introduction to Design for Customer Success</b> Methods to solve problems, identify triggers for innovation, and create improved customer experiences that deliver value.	In-person 9am - 5pm
<b>Insight &amp; Epiphanies</b> Methods for researching your own customers; their problems and what success looks like for them.	In-person 9am - 5pm
<b>Journey Mapping</b> Explore customer journey; identifying the process and details that elevate the experience and value.	Live online 9am - 12.30pm
<b>Framing the Brief</b> From research to action; mapping new systems and how they impact on customer success.	Live online 9am - 12.30pm
<b>Communicating with Impact</b>	In-person 9am - 5pm
<b>Gathering Data &amp; Customer Success Masterclass</b>	Live online 12 noon - 2pm
<b>Creating &amp; Testing New Ideas &amp; Future Journey</b> Creating new solutions to improve customer success. Gain inspiration from other industries and use research to trigger new ideas.	In-person 9am - 5pm
<b>CMI Assignment Support</b>	Live online 9am - 12.30pm
<b>Prototypes</b> Rapid prototyping tools and early user testing to reduce risk and build confidence in new solutions.	Live online 9am - 12.30pm
<b>Insights into Impact Masterclass</b>	Live online 1pm-3pm
<b>Developing Concepts (1:1 tutorials)</b> Mapping elements of the organisation to deliver success.	Live online 9am - 12.30pm
<b>Blueprints, Buy-in &amp; Storytelling</b> Implement customer success concepts across your organisation.	In-person 9am - 5pm
<b>Showcase &amp; Impact Presentations</b> Communicate with impact; present your customer improvement plan.	Live online 9am - 12.30pm

Running order and content of modules subject to change.

# Meet the Team

**Estu**

## **Clive Grinyer, Lead Tutor**



- Clive started in design consultancy Ideo in London and San Francisco before co-founding design company Tangerine with future Apple Design Chief and Royal College of Art Chancellor Sir Jony Ive
- He went on to build and lead service design teams for Orange, Samsung, Cisco and Barclays

## **Madelaine McLaughlin, Tutor**



- Madelaine leverages her extensive experience as a Royal College of Art graduate and successful entrepreneur
- As an accomplished innovation expert, she inspires creativity, entrepreneurial insights and the application of learning

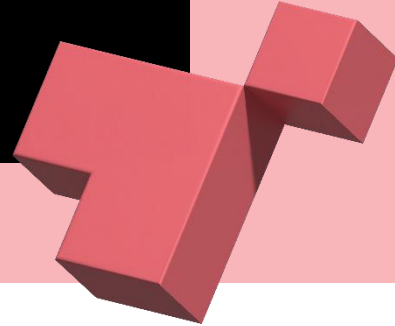
## **Fiona Drummond, Trainer**



- Fiona is a communication trainer and facilitator specialising in theatre-based techniques to enhance professional presence, effectiveness, and connection.
- Drawing on her experience as an actor, director, and storyteller, Fiona help clients turn theory into practice, providing the space and guidance to rehearse and embrace new ways of communicating and leading with confidence.

# What are people saying?

**Estu**



**"Rarely does a course surpass all expectations, this one did. Brilliant!"**

Linda Hausmanis,  
CEO, Institute of Workplace and  
Facilities Management

**"It was such a brilliant course! I have gained so much and have a new way of thinking about customer success!"**

Richard Cowell-Oakes  
VP of CX, NFS Hospitality

**"The support was excellent from day one. It was very clear that this was not a normal course."**

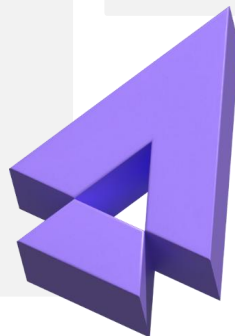
Adam Morse  
MD, Sustain Homes Ltd

**"The networking element was fantastic...it's rare you're in a room with people like that."**

Oliver Eggenton  
Director, TwoEighty Consultants

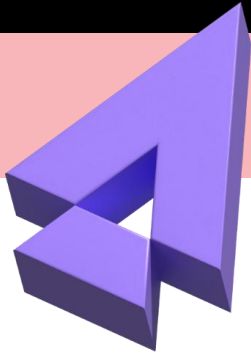
**"I would recommend Estu programmes to any business leader interested in transformation."**

Chris Tredget  
Managing Director, Willmott Dixon





# Let's make it happen



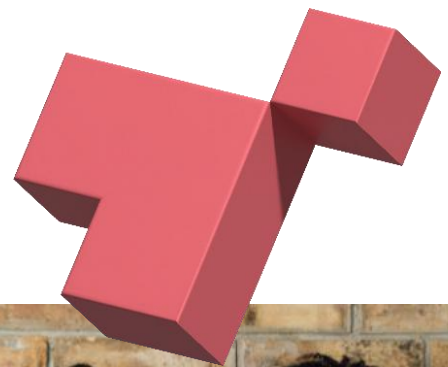
To register your interest, simply contact us at [support@estuglobal.com](mailto:support@estuglobal.com) and one of our team will be in touch with you.

To apply, complete our simple [Application Form](#) to secure your spot. One of our team will then be in touch to arrange a short enrolment call.

To explore funded and bespoke company-wide solutions from our range of Skills Bootcamps and Apprenticeships, aligned to your L&D plans, contact us at [support@estuglobal.com](mailto:support@estuglobal.com)

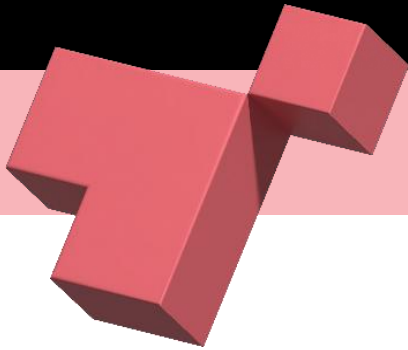
**Find out more**

[www.estuglobal.com](http://www.estuglobal.com)



# About Estu

Estu



At Estu we're on a mission to provide exceptional learning and development experiences that empower you to navigate change with confidence.

We make learning **simple, impactful and accessible.**

We connect learners with world-class expertise and develop skills that make a difference, today and for the future. Explore some of our other programmes:



## Team Innovation - Sustainability

Level 5 Skills  
Bootcamp

**Duration:** 10 weeks

**Qualification:** CMI  
Level 5 Award



## Supply Chain Innovation

In Partnership with the  
Royal College of Art

**Duration:** 10 weeks

**Qualification:**  
Completion Certificate



## Commercial Innovation & Change Leadership

Level 6 Service  
Designer  
Apprenticeship

**Duration:** 18 months

**Qualification:** CMI  
Level 6 Award