



Workshop Descriptions

CUSTOMER EXPERIENCE DESIGN WORKSHOP

Format: Two hour, half day or full-day options

In a world where commoditization is the norm, differentiation is key. The kind of differentiation customers will notice doesn't come from what you *say*, it comes more from what you *do*. Customer Experience is a new discipline that helps you figure out what to differentiate and how to do it in a way that benefits your customers and your bottom line at the same time. More than any other factor, your brand's customer experience will determine whether you thrive and profit or struggle and fade. There is a strong business case for improving the customer experience especially when it leads to increased retention and referrals. According to Gartner, a 5% increase in retention can boost profits by 25% to 125%.

Who Is This Workshop For?

This workshop is geared for participants who want a step-by-step approach to designing new Customer Experiences that customers notice, remember, and share. It is designed for both B2B or B2C, for individuals with the authority to initiate change across their organization and for those responsible for realizing results. Participants will learn from best-in-class examples and hands-on exercises focusing on customer personas, journey mapping, and touchpoint design. Everyone will leave with actionable strategies to improve the customer experience.

Workshop Benefits

As a result of this workshop you and/or your team will be better able to:

Drive differentiation by:

- Understanding the attributes customers value the most.

Reduce attrition by:

- Learning how to measure customer loyalty and ways to reduce defection.

Increase efficiency by:

- Understanding the different touchpoints in the customer journey.

As a result of this core workshop learning and experience, participants will:

1. **Tools:** Get equipped with essential planning tools to execute customer experience design.
2. **Skills:** Understand how to capture the details in a customer journey.
3. **Empathy:** Gain a deeper appreciation for the needs, desires and expectations of customers.
4. **Insights:** See how journey maps can help improve current state experiences as well as help design future state experiences.

Workshop Best Practices

- For maximum effectiveness, workshops are best limited to 30 participants.
- Workshop interactivity is enhanced by having participants with different functional responsibilities in attendance.

Workshop Objectives

- Create a team building and learning experience for team members.
- Develop knowledge and skills around customer journey mapping and cx design.

DRIVING EMPLOYEE ENGAGEMENT WORKSHOP

Format: Two hour, half day or full-day options

Workshop Overview

This workshop on employee experience design is ideal for anyone looking to improve their organizational culture. Employees are the key drivers of customer experience. Creating an engaged workplace can be a competitive differentiator. This course will discuss 15 ways leaders can use a green goldfish (signature added value) to drive engagement and reinforce a strong positive culture. The program will feature cutting edge examples from the Green Goldfish Project, a crowd sourcing effort that features over 1,000 case studies. The workshop will utilize both presentation and exercises to help attendees apply the principles.

Objectives

The course explores signature ways to drive employee engagement such as onboarding, team building, flexibility, recognition and empowerment. Attendees will walk away with the knowledge of the key drivers of employee engagement. They'll be able to introduce actionable ideas for their teams, little things that will increase engagement, improve retention and reinforce culture.

As a result of this core workshop learning and experience, participants will:

1. **Tools:** Get equipped with essential planning tools to execute employee experience design.
2. **Skills:** Understand how to develop employee programs..
3. **Empathy:** Gain a deeper appreciation for the needs, desires and expectations of employees.

Methodology

As a result of this core workshop learning and experience, you will get equipped with tools to execute an effective employee engagement strategy. You'll develop the skills on how to develop, measure and manage employee programs. Attendees will leave with a deeper appreciation for the needs, desires and expectations of employees. This course will involve working in teams on practical case studies to gain detailed hands-on experience using the various tools and techniques that will be discussed throughout the course.

THE VITAL FEW: TAKING CARE OF YOUR MOST IMPORTANT CUSTOMERS AND EMPLOYEES WORKSHOP

Format: Two hour, half day or full-day options

Workshop Overview

Eighty percent of profitability is driven through the Top 20 percent of customers and employees. These are your vital few. In this workshop, Stan shares the nine different key drivers of overall performance from the Golden Goldfish Project.

Objectives

As a result of this workshop, participants will:

1. **Tools:** Get equipped with how to find their most valuable customers and employees.
2. **Skills:** Understand how to do the little things to drive value and improve retention.

3. **Empathy:** Gain a deeper appreciation for the vital few.

Audience

This workshop is for senior management and managers who want to improve retention and drive loyalty for their most important customers and employees.

Attendees will learn:

Actionable ways to improve the customer and employee experience.

USING TECHNOLOGY, DATA & ANALYTICS TO DRIVE DIFFERENTIATION & ADVOCACY WORKSHOP

Format: Two hour, half day or full-day options

Workshop Overview

According to a recent study, 76% of customers expect brands to understand their individual needs. In his workshop, best-selling author and IBM Futurist Stan Phelps makes the business case for leveraging technology, data and analytics to create a competitive advantage and increased customer loyalty. He'll share cutting edge examples and insights from the Blue Goldfish Project.

Objectives

As a result of this workshop, participants will:

1. **Tools:** Get equipped with the 3 R's to leverage technology.
2. **Skills:** Understand how to turn insights into actions.
3. **Empathy:** Gain a deeper appreciation for the needs and desires of customers using analytics.

Audience

This workshop is for senior management and managers who want to improve loyalty and advocacy to create a competitive advantage.

Attendees will learn:

Actionable strategies to turn big data into useful data.

BECOMING A FOR PURPOSE BUSINESS TO WIN THE HEARTS OF CUSTOMERS WORKSHOP

Format: Two hour, half day or full-day options

Workshop Overview

Purpose is changing the way we work and how customers choose business partners. By 2020, there will no longer be a distinction between for profit and non-profit companies. Businesses will either be seen as "for purpose" or "not for purpose." In this workshop, Stan shares lessons from the Red Goldfish Project. He'll share cutting edge examples and reveal the eight ways

businesses can embrace purpose that drives employee engagement, fuels the bottom line and makes an impact on the lives of those it serves.

Objectives

As a result of this core workshop learning and experience, participants will:

1. **Tools:** Eight purpose archetypes and how purpose drives differentiation.
2. **Skills:** Understand how to bring purpose to life within an organization.
3. **Empathy:** Gain a deeper appreciation for emotional drivers.

Audience

This workshop is for senior management and managers who want to improve loyalty and advocacy to create a competitive advantage.

Attendees will learn:

Actionable ways to improve the experience you provide to customers and employees.

AMPLIFYING WEIRDNESS AND EMBRACING WEAKNESS TO STAND OUT IN BUSINESS WORKSHOP

Format: Two hour, half day or full-day options

Workshop Overview

True differentiation in business is rare. We are now living in an age of equivalency. Businesses need to find ways to stand out. This workshop will showcase the seven ways to leverage what makes you unique and wonder-full in business.

Objectives

As a result of this workshop session, participants will:

1. **Tools:** Get equipped with how to uncover weakness and weirdness in their DNA.
2. **Skills:** Understand how to design in order to amplify uniqueness.
3. **Empathy:** Gain a deeper appreciation for the need to exceed customer expectations.

Audience

This workshop is for senior management and managers who want to improve customer retention, drive differentiation and promote word of mouth advocacy.

Attendees will learn:

Actionable ways to enhance positioning in the marketplace.