

## Workshop Offerings

Summer'12

### **The Benefits of a Customer Focused Organization**

**Goal:** To help management assess the potential benefits and requirements in having a customer focused organization.

This workshop discusses the basics of Customer Centricity and studies the benefits of creating customer-focused companies, divisions or departments. Managers benefit from a clear understanding of the characteristics of customer-focused organizations and learn to extrapolate the affect to their specific business. Through a discussion of basic requirements, benefits and return-on-investment, management can make initial decisions regarding their approach towards customer centricity.

### **Increasing Revenues through Customer Loyalty**

**Goal:** To provide a general understanding of Customer Loyalty and specific ways to increase, measure and manage revenue through a purposeful attention on customer loyalty.

This workshop explores the emerging paradigm of the experience economy and the required changes in approach to our markets and our customers. We study the mechanisms responsible for loyalty and their effective applications in business. The methods for the quantification of financial and non-financial return on investment are covered in order to facilitate upper management support for customer loyalty efforts. Also covered are best practices in metrics and goal setting.

### **Increased Customer Demand through Brand Differentiation**

**Goal:** To clarify the foundational requirements to building long-term demand brands.

This workshop focuses on the requirements to creating demand brands in an experience Economy. Through an understanding of the shifting values in the experience paradigm, management is able to create the necessary internal alignments that allow customers to build emotional bonds with their brands.

### **Dramatic Efficiency Improvements through Corporate Alignments**

**Goal:** To clarify the benefits and methods to creating aligned businesses.

When businesses are strategically aligned to their purpose and goals, they become inherently more efficient and effective. This workshop addressed both, theory and best practices in creating corporate alignments through examples and case studies. With this understanding, management is able to increase efficiency and profits, while reducing costs and effort through clarity and focus on strategic tenets of the business.

### **Creating Fanatic Brand Loyalty for Free**

**Goal:** To provide management with and understanding of the required components and methods that result in fanatic brand loyalty.

This workshop addresses the new requirements of the experiences economy, social media, the emergence of the tribal characteristics of customer groups, the source of emotional bindings with brands and the manner in which brands are accepted by certain groups as part of their value structures. Also covered are strategic customer segmentations, loyalty mechanisms, corporate alignments and metrics as a basis to the systematic creation of fanatic brand loyalty.

## Workshop Offerings (cont)

Summer'12

### **Creating and Maintaining Self-Sustaining Cultures in Record Time**

**Goal:** To clarify the key components, methods and considerations in quick development of self-sustaining corporate culture and shifts.

This workshop surveys the components of corporate cultures and the organizational dynamics that create them. This practical approach emphasizes the interaction between cultural components and known organizational dynamics to create the desired results in months instead of years. The relationships between purpose, people and environment are discussed in depth, as a backdrop for proper alignment of corporate purpose, goals and tactics. Also studied, are the common misconceptions that cause difficulties in the management of cultures.

### **Improve Competitiveness by Understanding Paradigms.**

**Goal:** To increase the competitive advantage of companies through an understanding of the characteristics and properties of social and business paradigms.

This workshop explains the mechanisms of social and business paradigms and their effect on profitability, commoditization and competitiveness. Through this knowledge business leaders can improve the effectiveness of their strategic planning and management of Strengths, Weaknesses, Opportunities and Threats (SWOT). Leaders learn to assess the benefits and costs associated with the different evolutionary stages in paradigms and thereby improve the quality of strategic investment decisions.

### **Best Practices for Effective Chief Customer Officers**

**Goal:** To provide an authoritative view into the strategies, tactics and best practices of Chief Customer Officers.

This workshop is specifically tailored to Chief Customer Officers and/or upper management in charge of customer relations. The topics covered include Chief Customer Officer responsibilities, strategic roadmaps, drivers, and metrics, as well as culture management and Return on Investment methodologies. The workshop delivers a holistic approach to maximizing the benefits inherent in our customer relationships. This program is certified and endorsed by the Chief Customer Officer Council.