

< **CX** Starts with **EX** >

**Customer Experience Start with Employee
Experience**

Customer Experience is
dependent on Employee
Experience.

Agree?

Hoping for THE
Guidebook in EX?

What seat are you sitting in?

CEO or Leader

Manager

Key staff member

EX needs to start with
leadership

Leaders need to own
EX

Leaders must
participate in EX...you
don't have to lead it

Authentic or not at all

Self awareness

Others awareness

How will you stay
even handed?
(aka keep your perspective)

Two main points

Why you should do EX

How you can approach EX

Why do you need to foster
employee experience?

What will happen (has happened) if you don't?

Let's take some instruction
from elementary school...

Resources are limited

Time

Attention

Money

2 Areas of Focus

Individual connections (relationships)

Group connections (team building)

Excellent CX

Customer Focused Mindset

Collaborate/Communicate

Engaged/Empowered Staff

Foundation of Trust

Team Building Options:

Games or contests (teams)

Social activities

Leadership training

Ropes courses

Meetings/conversations

Work process review/refinement

Job shadowing

Serving together - non profit, event

What now?

EX needs to have a
stated purpose & goal

Purpose can/should
come from staff input

Purpose can come from
CX journey document

Momentum

Permission for Fun

Involve others

You can do this.
Just start.

Questions, observations,
thoughts?

***I appreciate you spending
your time with me today!***

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