

PERPETUAL EXPERIENCE

RESOURCES

Articles written on subjects discussed with many different businesses across industry

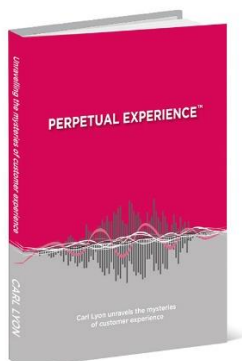
Introduction to decision making
Switching off at work
Culture in the workplace
You cannot see what you cannot see
Reflections on objectives
Customer and employee experience
Business Design
Consistent customer experience
Customer and employee
Risk and Trust
Sustain the experience
Relationship between change and customer experience
Roles and responsibilities

Models and Assessment examples

Digital best practise maturity
Customer Experience maturity
Cross function alignment
Need based delivery model design
Agile employee design
Employee skills and capability maturity
Collective responsibility system & framework
Customer centricity governance
Behaviours and associated influencing

Tools

Contextual decision-making analysis
Inside out / outside in business analysis
Cornerstone initiative design
Customer journey mapping
Ego state analysis Adult, Parent Child
SPACE - Social context, physical reactions, Emotions, Cognitions, Actions
STAR pattern analysis and change model – Situation, Thought, Action, Results
Future pacing (NLP)
GROW modelling Goal, Reality, Options, Way forward
NATs and dysfunctional assumptions
Behavioural change



“There have been many hours of debate on how businesses can improve their employees’ and customers’ experiences and it pretty well always comes down to the same thing, they think they talk and listen to their people, but they don’t. It’s only now in this digital age of ours that there has started to be a realisation that there needs to be a change and communication needs to be authentic.”