

Accelerating Growth With an Experience Mindset

1-Week Experience

Businesses invest millions pursuing a competitive advantage in customer acquisition. They strive to deliver new products faster and endlessly revamp platform interfaces, often putting greater strain on employees with diminishing returns. A siloed focus on customer experience – without considering the impact on employees – hinders growth in the long run.

Companies that adopt an *Experience Mindset* focused on strengthening employee experience (EX) and customer experience (CX) grow at almost double the rate of those that don't. This one-week experience featuring global growth evangelist Tiffani Bova gives participants a guide to enhance customer and employee experience simultaneously for unprecedented revenue growth.

Key Learnings

- Understand the direct effect employee experience can have on customer experience and revenue growth
- Explore the people, process, technology, and culture levers for manipulating CX and EX in an organization
- Examine a roadmap for simultaneously improving CX and EX

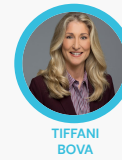
Assignment Details

- Identify misalignment between CX and EX
- Solicit input and feedback from all stakeholders
- Create a plan for implementing changes for joint improvement of CX and EX

Estimated Time Commitment: 2.5–3 hours

Expert Video Lectures: 30 Minutes
Assignment: 75–90 Minutes
Interactive Activities: 45–60 Minutes

Featured Leadership Expert: Tiffani Bova



TIFFANI BOVA

Tiffani Bova is a renowned speaker and author of the new book *The Experience Mindset: Changing the Way You Think About Growth*. She is the global growth evangelist at Salesforce and won the Thought Leadership award at Gartner as a distinguished analyst and research fellow. Her previous book, *Growth IQ*, was a Wall Street Journal bestseller translated into ten languages. Tiffani is ranked as one of the world's top management thinkers by Thinkers50 and a LinkedIn Top Sales Expert to follow. As host of the podcast, *What's Next! with Tiffani Bova*, she has interviewed thought leaders Arianna Huffington, Tom Peters, Marshall Goldsmith, Ritz Carlton CEO Horst Schulze, and Square co-founder Jim McKelvey, among others.