

Implementing Metrics for Growth

1-Week Experience

It is commonly accepted that a positive customer experience drives revenue growth. However, the race to compete for more customer delight and less effort has often had the unintended consequence of subverting the employee experience. This leads to employee burnout, higher turnover, and ultimately lower growth potential.

As a leader seeking sustainable long-term growth, you must ensure that your growth strategies strike a balance between the customer experience and employee experience. But you can't manage what you can't measure. This one-week program with global growth evangelist Tiffani Bova provides participants with practical exercises to explore a balanced approach to applying customer experience (CX) and employee experience (EX) metrics for analysis within their organization.

Key Learnings

- Understand how to use CX and EX metrics to shift mindsets
- Understand the purpose of particular experience metrics
- Recognize and accept a level of ownership with respect to using CX and EX metrics in a team, unit, or department

Assignment Details

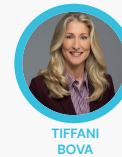
- Identify which CX and EX metrics are currently in place within the organization
- Identify the use of CX and EX metrics by their team, unit, or department today
- Devise a strategy to leverage CX and EX metrics moving forward



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 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.