

Customer Success Means Business Success

CUSTOMER
EXPERIENCE
WORLD

DIGITAL MASTERCLASS



11 FEB 2019 | MARBLE ARCH | LONDON

Amba Hotel
Marble Arch
London



Learn more.
Add value.
Deliver better service.

MASTERCLASS AGENDA

Start Time: 09:30
End Time: 16:00

2 x coffee breaks: 15 minutes each
1 x lunch break: 30 minutes

Introduction

In addition to deep insight into the digital world and case studies, the masterclass features three design sessions (interactive/workshop sections). We will use the Design Thinking process as a simple method to explore to digital problems and begin designing solutions. This brings two benefits:

- All attendees get deep insights into cutting-edge thinking on the impacts of digital leadership, structure, culture and ways of working on customer experience.
- All attendees will make use of a simple design thinking process on digital disruptive CX topics, barriers and issues to embed learning and begin applying it immediately to their own organisational contexts.

This combination of learning and doing creates additional value by role-modelling desirable leadership behaviours and encouraging a digital makers mindset.

Section	Detail
Introduction	<p>Welcome</p> <ul style="list-style-type: none"> • Presenters & Facilitators • Topic areas covered • Agenda of the day • Logistics
Client Case Study	<p>Case Study: Digital Transformation in CX</p> <ul style="list-style-type: none"> • Introduction to the company • Challenge faced in digital customer experience • Changes undertaken, tools implemented and new digital ways of working enabled • Barriers faced such as resistance to digital change • Results seen through innovative solutions deployed • Ongoing work to iterate and grow digital impact of CX <p>Discussion:</p> <ul style="list-style-type: none"> • What does the case study teach us about the topic of the day? • What barriers do you see in common with your own organisation? • What initiatives have you already launched in common with the case study company?
Digital Transformation & CX Topic Keynote #1	<p>Changing Market Dynamics, Changing Business Models & Customer-Centricity</p> <ul style="list-style-type: none"> • What trends do we see in the future of the org? • Changing market dynamics • New competitors and how they change the market • Technology impacting products and services • Other factors, societal changes and risks that might impact the firm • What are the dominant biz models and where do they come from? • What are the changing market dynamics that will impact existing biz models? • Customer-Centricity basic techniques
Coffee break	

Section	Detail
Interactive Session #1	<p>What are the external forces bringing change?</p> <ul style="list-style-type: none"> • Map disruptive combinatorial market dynamics: combinatorial market dynamics are creating fast-paced, ambiguous • changing ecosystems. These create new opportunities and new demands from customers. They can also create new • competitors from unimagined directions. Market dynamics mapping is an excellent first step to empowering customer • facing teams. • Ecosystem Mapping: As the organisations ecosystem becomes more complex, with more digital partnerships, start ups • and collaborations, keeping real-time maps for spotting collaboration opportunities is a must! <p>We will begin build two prototype maps as a demonstration fo the effectiveness of this technique in understanding how market disruptions are presenting threats and opportunities that can be visualised for easier discussions around the organisation.</p>
Lunch	
Digital Transformation & CX Topic Keynote #2	<p>Agile management, organisation architecture and culture</p> <ul style="list-style-type: none"> • What is the org structure and how did we arrive at it? • What are the drivers for change in the org structures? • What are some typical features of new approaches to org design? • What are the implications for shared services and functions • What are the implications to management responsibility and structures? • What capabilities and behavioural attributes does that mean we now need in the new firm to service a new type of • operating model? • How does the future firm operate? • How is organisational culture created and how can it be changed?
Interactive Session #2	<p>What capabilities do you need to build to succeed?</p> <p>Introduction to the technique of capability mapping: the goal of digital transformation is to ensure our organisations are set up to survive and thrive in the digital economy, not just to layer new technology onto old structures.</p> <p>A good starting point is to ask: what business or organisational capabilities do we need to support this? Defining these new capabilities in simple, accessible language helps orient digital efforts in the right direction and ensure they deliver strategic value.</p> <p>For example, if the organisation wants to run more agile development projects we might say 'the organisation needs an iterative planning and budget process to drip feed investment where needed, rather than continue to rely on big business case-driven waterfall projects', and this becomes a potential change action for leadership.</p> <p>We'll create a prototype capability map together to demonstrate the value of know what you have & what you need.</p>
Coffee Break	
Discussion	<ul style="list-style-type: none"> • In your own business, what are the highest digital imperatives? • What digital trends are affecting your business most? What are you horizon scanning for? What consumer trends and combinatorial market dynamics are causing the most digital disruption?

Section	Detail
Digital Transformation & CX Topic Keynote #3	Building the Quantified Organisation <ul style="list-style-type: none"> • How can we leading change so that it becomes routine? • How can we build systems for change that are embedded in how work gets done? • How can we build a future ready workforce with digital talent approaches? • How can we make smarter investment decisions around digital? • How can we measure progress against fuzzy goals? • How can we embed agility throughout the organisation?
Interactive Session #3	What talent do you need to build and run the future orgs capabilities? <ul style="list-style-type: none"> • Digital Talent Mapping: what domains of talent do we need to make digital an effective channel for customer experience? Beyond the standard marketing tools, how can the whole org become more customer aware? How can we • manage talent differently as our workforce evolves? • Employee Value Proposition Mapping: what value do we need our employees to build to serve their customers better? • What does this tell ups about the kinds of talent organisations need at coal face? We will create prototype maps during this interactive session to demonstrate these effective techniques.
Discussion	<ul style="list-style-type: none"> • What are the digital and organisational capabilities that are most urgent in your organisations circumstances? • What are the scale advantages and legacy disadvantages that are stopping your getting started on your digital CX journey? Or what is causing it to stall? • How are you measuring success?
Wrap Up	Summary of key ideas shared Recommended next steps with your organisation Key takeaways

Speaker Profile



Lee Bryant

Co-Founder
POST*SHIFT

Lee Bryant is co-founder of POST*SHIFT, a technology firm and consultancy that helps organisations transform their structures, culture and practice to address the challenges and opportunities created by the digital economy. He works with large enterprises across Europe, coaching and developing digital leaders and helping teams adopt and improve new ways of working.

An early pioneer of the use of social and digital technology to improve organisational management, he founded the consulting firm Headshift in 2002, which was acquired by a larger US firm in 2009. He is also an advisor or investor in several high-tech startups. He believes that networks, not bureaucratic hierarchies, are the organising principle of our era, and that by using digital technology and data to augment and support human intelligence, we can create adaptive, smart organisations that are better suited to the challenges of the contemporary world.



Cerys Hearsey

Head of Consulting
POST*SHIFT

Cerys Hearsey is the Head of Consulting at POST*SHIFT. She works across Europe to bring the affordances of digital technology to the structure, culture and leadership of large organisations. She is an expert facilitator of leadership events, workshops and learning experiences. Previously a senior consultant at Headshift, specialising in creating and implementing digital strategy, tools and embedding new ways of working.



The Focus Group
Beaver House
23-38 Hythe Bridge Street
Oxford
OX1 2EP
United Kingdom

Office: +44 (0)121 709 3938
info@thefocusgroup.org.uk

The Focus Group (.Org.UK) Ltd t/a The Focus Group
Registered in England Company Number 4318580
VAT Number 780360729