

A place to start your CX journey

CX is a wide field with a lot of potentials. But where do you start? During the recent CEW 2019 event held in Johannesburg, we did a little experiment. We asked delegates in the growth and innovation session if they found it challenging to find the optimal entry point for them to move their CX efforts forward with the best results at the most affordable investment.

Most indicated that it is challenging when taking costs and the scope of CX into account.

CEW is here to help you get more bang for your CX buck while making it possible to test and drive new CX initiatives throughout the organisation.

Now you can leverage the diversity within your people, customers and even suppliers to innovate and co-create new and exciting CX solutions/initiatives, in only 6 hours.

The Innovation Builder Workshop is a results-driven innovation process that helps your team find innovative CX solutions quickly and easily in a process they can repeat time and time again.

Great Benefits

- Create **real innovative CX solutions**, to meet customers' needs and bring a competitive advantage to your business.
- **Develop a culture of innovation** in your team. Break down silos, foster teamwork and embed co-creational thinking between all stakeholders.
- Use a collaborative approach to innovation, **reduce the risk**, the **money required** associated with such projects.
- An **affordable** and **quick** way to find innovative CX solutions.

Great Outcomes

- **Understand customer needs better** across all stakeholders.
- Have **REAL solutions that you can test**, refine and launch within your business **quickly**.
- Motivate, energise and **bring your team together** in a safe environment.

The Process

The workshop is **6 hours long**, accommodates up to **25 people** and is super affordable at R25,000 ex vat. A combination of gameplay, practical exercises, self-reflection and innovation through co-creation. **Crafted to your organisation's specific needs**. Involve diverse employees and/or customers from across the whole organisation. You provide the venue and the catering and we provide the process.

Price based on Johannesburg events only. Contact us for a price in other areas of South Africa.

"Everyone talks innovation, teamwork and communication, but few walk the walk because they remain within the realm of theory. The Innovation Builder Workshop was inspiring, practical and instilled the habits, thinking and actions you need to innovate your business leveraging your team's diversity. This has changed the way I work, think and communicate new ideas to my team. The startups that were in the workshop were inspired and saw what it means to be innovative, and I believe it impacted their future in a great way.

The workshop also impacted a lot in my daily work activities and my private life. I would recommend this for everyone because innovation and success is everyone's business and the facilitators were amazing." - Leah Tladi | Senior Administrator/Operation Lead | Tshimologong Incubator



Innovation Builder Workshop

Results-driven innovation

to build your team and grow your business.

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CUSTOMER
EXPERIENCE
WORLD
CEW2019

About the creator: Willem Gous CEW Speaker



Willem is a South African based entrepreneur with more than 20 years of experience in various businesses. Willem has been active in the South African online industry for more than 23 years.

His experience ranges from manufacturing, corporate sales, channel management, marketing, online marketing and more. He works with clients in industries such as commercial property; military interconnect systems, makeup, manufacturing and the financial sector.

He is driven to develop himself into the best version he can and spent more than 10,000 hours on his personal development over the past 13 years. His deeper knowledge of self gives him the edge on other mentors, coaches and trainers because he takes the whole person and the business into account.

He is an International speaker and trainer on entrepreneurship, innovation and leadership. He is one of only a handful of presenters of the Inside Risk leadership development program. Recently he worked with more than 100 staff from Nestle in Kuala Lumpur.

He has been invited by the University of Liverpool to present his work on innovation in London U.K. and Liverpool.

He has presented more than five webinars to the more than 80,000 alumni of the University of Liverpool and has been approached to present a series of 3 webinars on business and entrepreneurship in September 2019.

Innovation

He is the creator of the indivineur innovation methodology. The method is the result of researching the application of innovation methods within existing businesses for more than 800 hours as part of his dissertation for his Master's degree in Information Systems Management.

It was during that time that he learnt companies fail at innovation. People try to innovate a business, but that cannot be done. A business is made up of people; the people make the business. If you don't innovate the people, then you will never innovate the business.

That is what the indivineur method and the Innovation Builder Workshop does; it innovates people by leveraging their diversity and uniqueness. It is a combination of personal development, business development and co-creation.

Mentorship and Coaching

He is a business mentor on entrepreneurial programs such as IBM Startup Bootcamp and the J.P. Morgan Africa Rising program.

Advisory Boards and Social Development

He sits on a few international advisory boards.

Global Advisory Board for Customer Experience World, an event held in the UK, Europe and South Africa.

Global Advisory Board of the Entrepreneurship and Social Enterprise Alumni Network of the University of Liverpool Management School.

Author

Indivineur | Opportunity Accelerator – How to start a low-risk business today, using what you have now.

Get Unstuck Now: A 20-minute Guide with Proven Tactics To Overcome Procrastination, Achieve Your Goals and Get The Results You Really Want and Need Right Now.

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