

**DISCUSSION GUIDE: COMPELLING BRAND VALUES CORE COMPETENCY**

**Overview:** Building a customer-centric culture involves mastering four customer experience (CX) core competencies: *Purposeful Leadership*, *Compelling Brand Values*, *Employee Engagement*, and *Customer Connectedness*. Use this tool to spark a discussion with a group of people around *Compelling Brand Values*, examining how your organization can deliver experiences to customers that keep your brand promises. Prior to the discussion, the group will watch a two-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “CX Competency: Compelling Brand Values”

**DIRECTIONS FOR USING THIS TOOL****1) SET UP THE DISCUSSION**

Introduce the video by letting the audience know that *Compelling Brand Values* is one of the essential core competencies of customer-centric organizations. Share that the goal for this competency is for companies to use their brand attributes to drive decisions about how they treat customers.

**2) WATCH THE VIDEO**

Have the group watch the two-minute video.

**3) LEAD THE DISCUSSION**

After showing the video, go around the group and ask people to respond briefly to this question:

- *When you think about our brand as the representation of a set of promises that we are committed to delivering to our customers, what stands out to you?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. Have the group discuss:

- *Based on how this video describes the model of Make – Embrace – Keep Promises, what does this (company/team/department/project) do best?*
- *Where do we need to improve?*

**4) CLOSE THE DISCUSSION**

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.