

DISCUSSION GUIDE: CUSTOMER-CENTRIC CULTURE CHANGE

Overview: Culture is how people think, believe, and act. And if companies want to deliver a great customer experience (CX), they need to embed CX into the organization by transforming their culture to be customer-centric. Use this tool to spark a discussion with a group of people to help them understand five strategies for effective culture transformation. Prior to the discussion, the group will watch a five-minute video.

**ONLINE RESOURCE:**

Temkin Group video: “Customer-Centric Culture Change”

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

Introduce the video by letting the audience know that customer experience is a reflection of an organization’s culture, not just its processes. Share why having a customer-centric culture is important at your organization and what objectives have been defined for the transformation.

2) WATCH THE VIDEO

Have the group watch the five-minute video.

3) LEAD THE DISCUSSION

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

- *What stands out for you about the five strategies of employee-engaging transformation? How do these strategies differ from how change initiatives are typically pursued here?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. If needed, remind them that the strategies are: *vision translation, persistent leadership, activated middle management, grassroots mobilization, and captivating communications.*

Ask people to discuss:

- *Based on how this video defines the strategies it takes to successfully change culture, what does this (company/team/department/project) do best?*
- *Where do we need to improve? Are there any strategies we rely on too much or not enough?*

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.