

DISCUSSION GUIDE: IMPROVING HUMANITY

Overview: Every year Temkin Group identifies a theme it believes is important for the entire customer experience (CX) community. With all of the discord and tension throughout the world, it seems like a good time for all of us to refocus on what's most important, our collective humanity. Use this tool to spark a discussion with a group of people around how they can improve humanity by focusing on diversity, compassion, and appreciation. Prior to the discussion, the group will watch a one-minute video.

**ONLINE RESOURCE:**

Temkin Group video: "Humanity: You Have A Choice"

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

Introduce the video by letting the audience know that Temkin Group had labeled 2018 "The Year of Humanity" for the CX community, and that you are going to discuss ways the group can improve humanity.

2) WATCH THE VIDEO

Have the group watch the one-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 how we collectively affect humanity, what stands out to you?*

Now shift the discussion to what this means for the group. Capture answers on a flipchart or whiteboard. If needed prompt them to think about:

- *How can we better embrace diversity?*
- *How can we better extend compassion?*
- *How can we better express appreciation?*

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.