

DISCUSSION GUIDE: SIX KEY TRAITS OF HUMAN BEINGS

Overview: One of the most important elements to keep in mind about customer experience is that it is always about human beings. Customers, employees, and executives are all human beings. Use this tool to spark a discussion with a group of people about how to refocus your efforts based on how people think and behave. Prior to the discussion, the group will watch a short video.

**ONLINE RESOURCE:**

Temkin Group video: Six Traits of Human Beings

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

Explain that a better understanding of how customers, employees, and key stakeholders think and behave will help improve your customer experience and employee engagement efforts.

2) WATCH THE VIDEO

Have the group watch the three minute and 30-second video.

3) LEAD THE DISCUSSION

The video shares these six traits: *intuitive, self-centered, emotional, motivated, social, and connected*. After showing the video, go around the group and ask people to respond briefly to this question:

- *Of these traits, which resonates most strongly with you personally?*

All six of these traits have a direct impact on how we should be thinking about the ways we treat employees and customers. Capture answers on a flipchart or whiteboard while you have the group discuss:

- *Which traits need greater attention to raise employee engagement at our company? What activities should we pursue to better adapt the company to how these traits effect people in the workplace?*
- *Which traits need greater attention in the way we design and deliver experiences to customers? What groups need to be involved in taking action to better reflect these traits in our CX efforts?*

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. Outline next steps for you and the group based on the ideas generated to maximize the understanding of the six traits.