Made For.

CX strategy Bootcamp

4h per week / 8 weeks

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Why CX Strategy?

- **CX Strategy** is the starting point for every effective Customer Experience. By using market analysis and business insights to define brand and customer strategy, CX professionals can affect the fundamentals of their business' performance.

- **CX Strategy** is one of the key bootcamps if you want to understand 'why' the business is doing what it is doing. By using market analysis and business insights to define brand and customer strategy, CX professionals can affect the fundamentals of their business' performance. Customer Strategy and Insight is the starting point for every effective Customer Experience.

What will you learn?

- Learn to describe and develop strategy based on customer's perception and interaction with the brand.
- Learn to manage innovation in a complex organisation by evaluating various types of insights.
- Learn to recognise the opportunities effectively and evaluate the organisational capability to activate them.
- Learn to develop capability map and shift from team and department mindset to capability mindset.
- Learn to set up the right success metrics to measure and track benefits.
- Learn prioritisation in multiple dimensions and complexity.
- Learn to manage stakeholders and communicate effectively.
- Learn to manage effective meetings.
- Learn the context of the CX Stretegy in a business strategy and experience the real-world disruptions while achieving your goal.
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- Learn to manage stakeholders and communicate effectively.

Stages of the CX Bootcamp

Research Insight Opportunity Vision

Targets Capability Roadmap Success

DPM Bootcamp schedule

Session 01

Research

1. Onboarding to PriceCo (your boot-camp employer)!

2. Understanding the PriceCo stakeholder map.

Session 02

Insight

Understanding the customer insights, prioritising insights and defining the further research plan.

Session 03

Opportunity & Vision

Opportunity definition and defining the strategic vision.

Session 04

Targets

1. Defining strategic KPI model and developing Customer Strategy KPI approach.

2. Understanding challenges, scope and responsibilities of successful KPIs.

Session 05

Capability

1. Understanding the internal capability and customer centricity.

2. Capability modelling and understanding the benefits of the Customer Operating System.

Session 06

Capability

Introduction to Customer Function, defining ways of working and building accountability.

Session 07

Roadmap

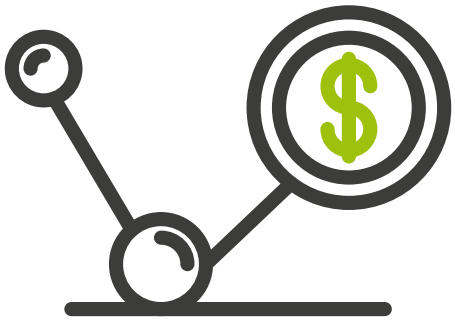
Defining the strategic initiatives and designing the roadmap.

Session 08

Success

Learning to present effectively, preparing for Steering Committee presentation and deliver the pitch of the Customer Strategy.

Fees and learning structure



The full 8 week bootcamp costs **1,490.00 EUR** per person.

This includes:

- 32 hours live sessions with a coach distributed over 8 week period with 4 hour sessions per week.
- Supporting learning kits and resources - each week you should estimate additional 1 -2 hours on self study.
- Post bootcamp support and toolkits – you will have access to learning kits 1 year after graduation, as well as access to our coaches and resources to support you in your next career step.

Learning Experience

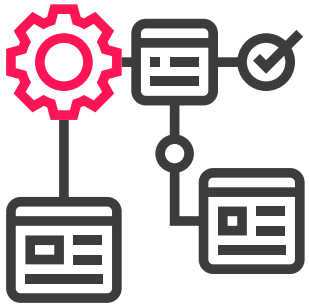
A bootcamp is a learning format designed to rapidly build capabilities and practical skills by combining **experiential learning** ('learning by doing') with **expert lectures** ('learning by listening') and **discursive sessions** ('learning by debate').

This approach facilitates effective learning over shorter periods of time than more traditional learning approaches.

From the first day of each bootcamp, participants will be part of a team with theirboot-campers/ colleagues. This team is based in a fictitious retailer with a detailed business context, rich data sets and demanding customers. Participants will get introduced to this world quickly – getting to know stakeholders, how the business is performing in the market, what customers really think about the brand, and much more.

Each bootcamp is built around **the flow** which leads learner from understanding the Problem to providing a Solution. But just like in real world, things change quickly and the path to success is never straightforward!

This approach helps participants develop **problem-solving skills, critical thinking, self-management, flexibility** – and allows them to see **the outcome** of their work to build confidence and experience.



Each bootcamp is structured into:

- **Immersion** in real-life business scenarios (c. 60% of all sessions). This is where participants learn the core skills, processes and knowledge required to be capable in a specific CX role.

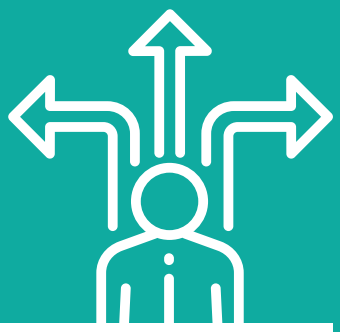
- **ConteXt** (c. 20% of all sessions) One of MadeFor's goals is to get customer teams to work together, and that means that every bootcamp includes sections on how different CX roles collaborate to deliver great results for the customer. This is critical in helping participants become effective in their roles once they get to work.

- **Reflection** (c. 20% of total sessions) It is also important to understand **why** and **how** you do things, not just what you do. To do this, each bootcamp has a number of reflection sessions that allow participants to take a step back and change their perspective. These sessions use thoughtprovoking content and group discussion to help make sure that everyone connects the activities they are learning to do with the outcomes that they will need to achieve.

Ideal Participant

- The bootcamp is valuable for everyone who wants to understand the ‘why?’ over ‘what?’ organisation is doing to delight their customers. You might have background in product, marketing, sales, operations or even finance or legal.
- CX Strategy bootcamp will power-up your professional journey and upgrade your skills to become more strategic in your work and drive CX strategy in an organisation.
- Our team can discuss your background and learning goals to advise if this UX bootcamp is a good fit for you.
- All classes are held in English, so you need a professional working proficiency level of English.

What to expect



The bootcamp is live event with the team and coach – either on-campus, on-site or online, therefore participants need to be ready to collaborate and interact for ultimate learning experience.

- **KEEP THE PACE.** This is the bootcamp, so it means that we are moving fast through concepts, materials and work. Don't be afraid that you will be left behind if you don't capture something on time – we will make sure to provide additional support or information if required, however make sure to commit to the pace, so your team and yourself can maximise the learning.

- **RESPECT YOUR SCHEDULE.** We all have very busy lives and sometimes it is hard to dedicate the time for learning. We get that! However, if you give your best shot to schedule around the session and actively participate – you are investing in your improvement, which means your team's improvement and your company's improvement. Who can so 'no' to that!

- **KEEP THE FLOW.** Each bootcamp is following a certain process aka flow. In product development it is also called as happy flow – so ideal process on how to follow the bootcamp. We would encourage not to miss the sessions to not 'upset the flow', however if you must, we will provide you with the recording and assignment for you to catch up.

- **FLIPPED CLASSROOM.** At MadeFor we believe that going through factual information and sources & creating notes is not the best time spent as a team. Therefore, we move these activities outside the classroom in a form of e-learning modules, assignments and homework, and use our time together engaging in concepts during the live sessions together with a coach.

- **PREPARE FOR THE SESSIONS.** Have you ever prepared for the meeting, sent out the pre-read deck just to realise during the meeting that no-one has read it? If you can relate to this, let's try to avoid it in our learning experience and schedule time for your assignments. We will provide you with a clear guidance on how much time you will need for each assignment. Don't worry, it will not be excessive and can be fit in your daily work!

- **ENGAGE WITH YOUR TEAM.** As in real life, you can't do it by yourself. Also in the bootcamp you have your team and a lot of work is dependent on how well you manage to work together. Reach out to reflect, provide or receive feedback and get to know each other better. Every connection can lead you to the new opportunities!

- **JOIN THE NETWORKS.** After the bootcamp you have not only gained new connections from your bootcamp team. You have access to much wider alumni network on LinkedIn, you can participate in The Luminary Circle events close to you or even join MadeFor Affiliates. Take a look at our website for more info: **https://www.madeforcx.com/**

The estimated effort: on average 4-6 hours per week for 8 weeks

Your Coaches

Niall Lavery
MadeFor Director

MadeFor bootcamps are taught by experts and CX practitioners who have built their skills and knowledge over many years in the field bringing innovation and new thinking to market.

They share their experience during the live sessions as well as make the simulation truly authentic.

Your tools

Zoom is a cloud platform for video and audio conferencing & collaboration. All MadeFor live sessions will be provided via Zoom.

Miro is an online collaborative whiteboard platform. It enables your bootcamp team to communicate and collaborate across formats, tools and channels – without the constraints of physical location, meeting space, and whiteboard.

All MadeFor e-learning modules, including assignments, homework and theoretical modules will be delivered to you via **Teachable** e-learning platform.

* MadeFor does not have any affiliation with either of the tools.

Your fellow learners

You will learn alongside passionate professionals who are keen to learn new ways of doing Customer Strategy and keep improving. Just as yourself.

Your learning team will not be bigger than **25 people** which means that there will be special focus to make sure that your learning objectives are met.

Bundles

At **MadeFor** we believe that you can learn and apply almost any skill; however, it takes commitment and a clear strategy on how to achieve your objectives. Therefore, we offer the learning paths that can support you to build your capability and broaden your professional horizon.

Leading CX

- Customer Experience Fundamentals
- Customer Function
- Customer Strategy

Learn more

Managing CX

- Customer Experience Fundamentals
- Customer Journey Management
- Service Design
- Customer Science

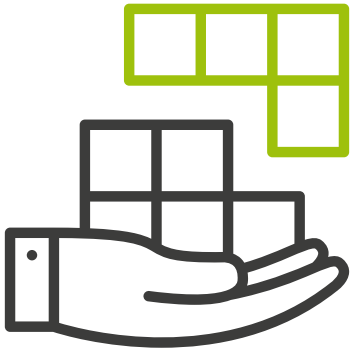
Learn more

Delivering CX

- Customer Experience Fundamentals
- Digital Product Management
- User Experience
- Customer Tech

Learn more

MadeFor toolkit – we got you!



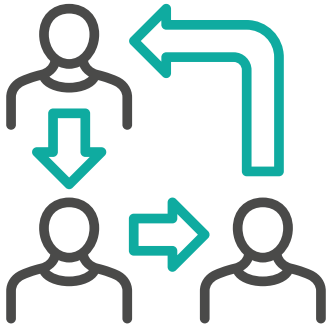
MadeFor toolkit is a collection of valuable resources and tools to help you in your learning journey.

Toolkit includes:

- information about the funding options available at MadeFor
- presentation templates to help you to convince your employer to invest in your education
- useful tips and explanations on how to choose your next step in your career and learning

Visit the toolkit **here**.

Join the affiliate network!



MadeFor's Affiliates is a referral programme consisting of people that actively sell bootcamps to their network and earn commission.

As bootcamp alumni, you can share your experiences and stories to convert listeners in future learners. And you can earn money while doing so.

After application, we always check if there's a match and set you up for success with a short training and support package.

Interested in the opportunity?

Learn more **here**.

About MadeFor

MadeFor is a Customer Experience learning organisation. We provide immersive bootcamps based on real - life cases led by professionals with extensive industry experience.

In addition, we are building a knowledge base and industry standard of what it means to be truly customer centric.

Contact us

Schedule a call here.

Email us

team@madeforcx.com

Follow us on

Be Better.
Be MadeFor.

Thank you !

#BeBetter

Made For.