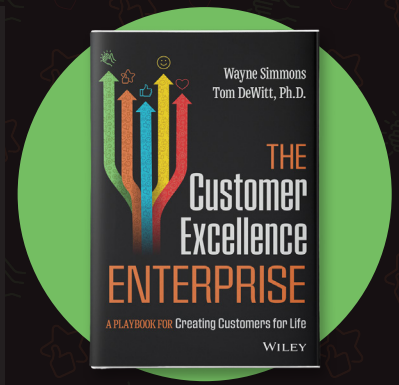


CUSTOMER EXCELLENCE ENTERPRISE DIAGNOSTIC

Activation Assessment For Reprogramming Leadership DNA

CONTEXT: As pragmatic sources of inspiration and “thought starters,” these bold moves (as detailed in *The Customer Excellence Enterprise*) serve as catalysts for the creative and courageous actions needed for the c-suite and leaders at every level must become the principal advocates for customers.

INSTRUCTIONS: Set priorities and build alignment by discussing and rating each bold move with your team.



BOLD MOVES

The Customer Excellence Enterprise is designed as an actionable playbook and includes over thirty-five “plays” called “bold moves,” which are collections of guidance, principles, frameworks, and examples that organizations can tailor to their specific context. With the goal of infusing the spirit of helpfulness into the business world and catalyzing new cohorts of customer experience outliers, we believe this is not only a book to read but also one to apply. Page Numbers alongside each Bold Move is for easy reference.



Reprogramming Leadership DNA

Objective: Leaders Become the Principal Advocates for Customers
Use the Bold Moves listed on this page.



Resequencing Organizational DNA

Objective: Make Customer Outcomes a Shared Accountability
These Bold Moves are found on a separate page.



Rewiring Operational DNA

Objective: Modernize the Experience Delivery Factory
These Bold Moves are found on a separate page.



Reimagining Commercial DNA

Objective: Deliver Excellence across the Customer Life Cycle
These Bold Moves are found on a separate page.

LDR Bold Move #1:

Reframe the Theory of the Firm
(Page 110)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #4:

Model Customer-Centric Behaviors
(Page 118)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #7:

Make Customer Excellence a Board-Level Issue (Page 128)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #2:

Reframe Customers as Strategic Assets
(Page 112)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #5:

Lead Through Employee Empowerment
(Page 121)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #3:

Promote Experience-Led Growth
(Page 113)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

LDR Bold Move #6:

Build a Holistic View of Value
(Page 124)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ATTRIBUTE SCORING:

AWARENESS:

Level of knowledge within organization.

5 = Superior	Actionable knowledge of current/future implications.
4 = Strong	Detailed knowledge of current implications.
3 = Adequate	Partial knowledge of current implications.
2 = Marginal	Limited knowledge of current implications.
1 = Weak	No meaningful knowledge of implications.

ADOPTION:

Level of productive use within organization.

5 = Very High	Excellent level of productive use across org.
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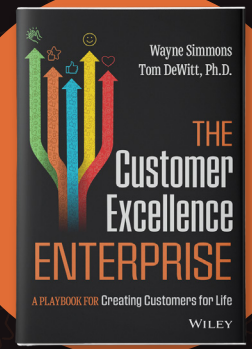


CUSTOMER EXCELLENCE ENTERPRISE DIAGNOSTIC

Activation Assessment For Resequencing Organizational DNA

CONTEXT: As pragmatic sources of inspiration and “thought starters,” these bold moves (as detailed in *The Customer Excellence Enterprise*) serve as catalysts for the creative and courageous actions to make customer outcomes a shared accountability.

INSTRUCTIONS: Set priorities and build alignment by discussing and rating each bold move with your team.



BOLD MOVES

The Customer Excellence Enterprise is designed as an actionable playbook and includes over thirty-five “plays” called “bold moves,” which are collections of guidance, principles, frameworks, and examples that organizations can tailor to their specific context. With the goal of infusing the spirit of helpfulness into the business world and catalyzing new cohorts of customer experience outliers, we believe this is not only a book to read but also one to apply. Page Numbers alongside each Bold Move is for easy reference.



Reprogramming Leadership DNA

Objective: Leaders Become the Principal Advocates for Customers. *These Bold Moves are found on a separate page.*



Resequencing Organizational DNA

Objective: Make Customer Outcomes a Shared Accountability. *Use the Bold Moves listed on this page.*



Rewiring Operational DNA

Objective: Modernize the Experience Delivery Factory. *These Bold Moves are found on a separate page.*



Reimagining Commercial DNA

Objective: Deliver Excellence across the Customer Life Cycle. *These Bold Moves are found on a separate page.*

ORG Bold Move #1:

Reimagine the Art of the Possible
(Page 137)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #4:

Create a Framework for Culture Sustainability (Page 143)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #7:

Embed Principles Into People Processes
(Page 150)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #10:

Realign to Customer Lifetime Value
(Page 156)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #2:

Seek Outside Perspectives
(Page 139)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #5:

Document Customer Excellence Principles (Page 145)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #3:

Codify the Obligation to Customers
(Page 141)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #6:

Cascade Customer Excellence
(Page 147)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ORG Bold Move #9:

Reinforce Culture Through Rituals
(Page 155)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ATTRIBUTE SCORING:

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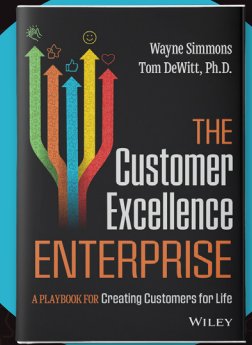


CUSTOMER EXCELLENCE ENTERPRISE DIAGNOSTIC

Activation Assessment For Rewiring Operational DNA

CONTEXT: As pragmatic sources of inspiration and “thought starters,” these bold moves (as detailed in *The Customer Excellence Enterprise*) serve as catalysts for the creative and courageous actions to build world-class experience delivery systems into their corporate operating models that generate customer love – preferential positions in the hearts and minds of customers.

INSTRUCTIONS: Set priorities and build alignment by discussing and rating each bold move with your team.



BOLD MOVES

The Customer Excellence Enterprise is designed as an actionable playbook and includes over thirty-five “plays” called “bold moves,” which are collections of guidance, principles, frameworks, and examples that organizations can tailor to their specific context. With the goal of infusing the spirit of helpfulness into the business world and catalyzing new cohorts of customer experience outliers, we believe this is not only a book to read but also one to apply. Page Numbers alongside each Bold Move is for easy reference.



Reprogramming Leadership DNA

Objective: Leaders Become the Principal Advocates for Customers. These Bold Moves are found on a separate page.



Resequencing Organizational DNA

Objective: Make Customer Outcomes a Shared Accountability. These Bold Moves are found on a separate page.



Rewiring Operational DNA

Objective: Modernize the Experience Delivery Factory. Use the Bold Moves listed on this page.



Reimagining Commercial DNA

Objective: Deliver Excellence across the Customer Life Cycle. These Bold Moves are found on a separate page.

OPS Bold Move #1:

Reimagine the Concept of Operations (Page 162)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #4:

Deconstruct Internal Silos (Page 167)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #7:

Incorporate Behavioral Signals (Page 174)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #10:

Mitigate Pain Points at the Root Cause (Page 184)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #2:

Adopt an Anticipatory Posture (Page 164)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #5:

Embrace the Customer's Voice as Truth (Page 169)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #8:

Expand the “Insight Generation Stack” (Page 175)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #11:

Mitigate Systemic Deviations (Page 187)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #3:

Orchestrate the Front- and Back-of-House (Page 165)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #6:

Expand the Customer Listening Ecosystem (Page 171)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #9:

Reimagine Experience Measurement (Page 179)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

OPS Bold Move #12:

Close the Loop with Confidence (Page 190)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ATTRIBUTE SCORING:

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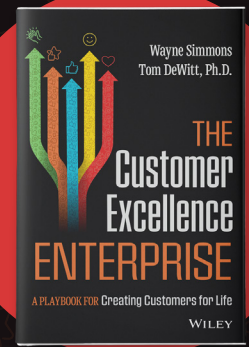


CUSTOMER EXCELLENCE ENTERPRISE DIAGNOSTIC

Activation Assessment For Reimagining Commercial DNA

CONTEXT: As pragmatic sources of inspiration and “thought starters,” these bold moves (as detailed in *The Customer Excellence Enterprise*) serve as catalysts for the creative and courageous actions to deliver excellence across the customer life cycle by building deep emotional connections that elicit the positive cognitive responses needed to turn regular transactional customers into customers for life.

INSTRUCTIONS: Set priorities and build alignment by discussing and rating each bold move with your team.



BOLD MOVES

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Resequencing Organizational DNA

Objective: Make Customer Outcomes a Shared Accountability. *These Bold Moves are found on a separate page.*



Rewiring Operational DNA

Objective: Modernize the Experience Delivery Factory. *These Bold Moves are found on a separate page.*



Reimagining Commercial DNA

Objective: Deliver Excellence across the Customer Life Cycle. *Use the Bold Moves listed on this page.*

COM Bold Move #1:

Reimagine the Commercial Mindset
(Page 196)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #4:

Unlock New Growth Vectors
(Page 203)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #7:

Engage Differently
(Page 210)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #10:

Create a New Brand Identity
(Page 224)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #2:

Make the Experience the Proposition
(Page 198)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #5:

Adopt a New Commercial Flywheel
(Page 206)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #3:

Activate Experience Economics
(Page 201)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #6:

Redefine Commercial Success
(Page 209)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

COM Bold Move #9:

Go-to-Customer Differently
(Page 219)

Awareness

1	2	3	4	5
---	---	---	---	---

Adoption

1	2	3	4	5
---	---	---	---	---

ATTRIBUTE SCORING:

AWARENESS:

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