

CX+EX \$ Multiplier Workshops



ClearAction.com/growth



Hello! I'm Lynn Hunsaker.

You'll see how you can multiply value of customer experience and employee experience via ClearAction workshops.

You multiply value when you:

- Create new capabilities
- Solve root causes
- Prevent issues
- Engage more teams in doing this

Based on how my CX team saved millions of hours and dollars for our customers and for ourselves every year: 100+ giant CX+EX \$ gains annually.



100X
people affect CX
vs. your CX team



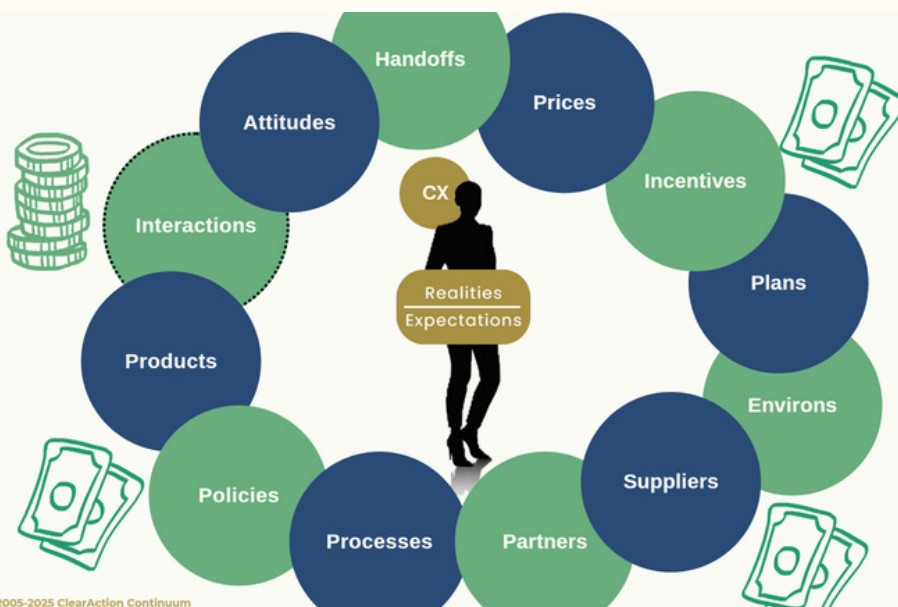
Count of people on your CX team vs. CS team vs. the rest of your company?

Maybe 1000X vs. your CX team.

All of these groups can make a mis-step affecting CX and \$.

Most likely, each of them is making a mis-step, unaware of the spiraling costs they cause.

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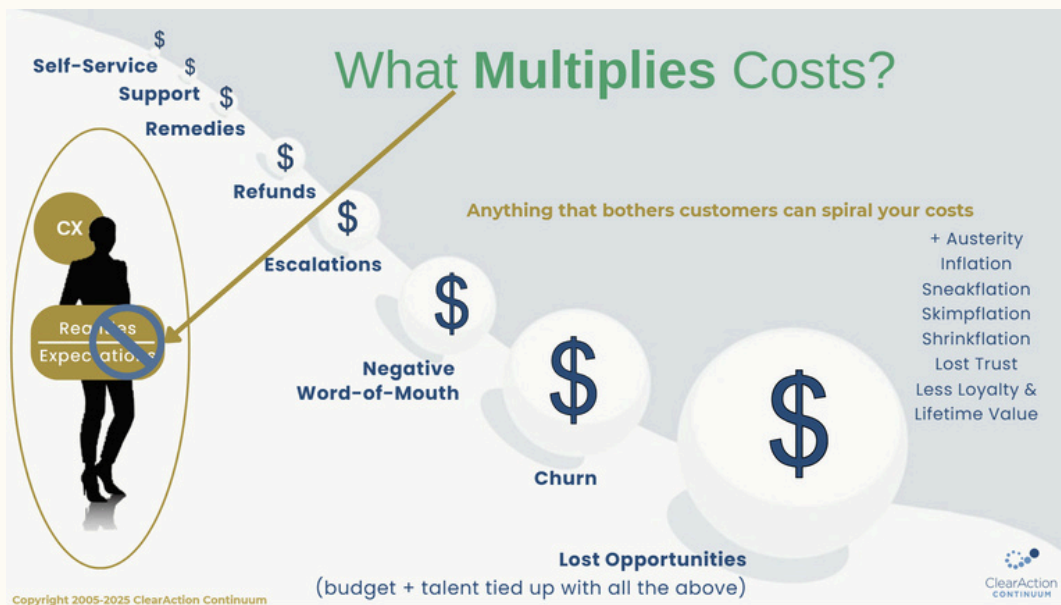


CX/CS teams are preoccupied with interactions.

Yet, customers' experience is shaped by every bubble here.

How is your CXM team shaping every bubble?

You can pivot now to drive gigantic savings and gains by influencing every bubble!

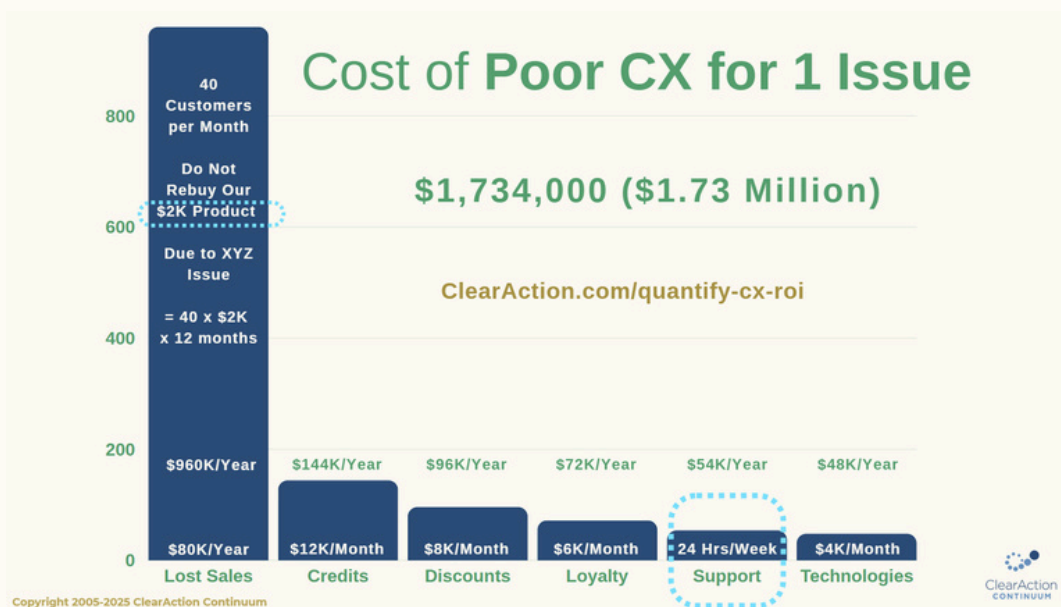


Executives focus you on wrong things: digitalizing, offshoring, offsetting by upsell/cross-sell, efficiency pressure.

Why need self-service at all?

Stop the mis-steps!

Go to the heart of mis-match in customer expectations vs. customer realities.

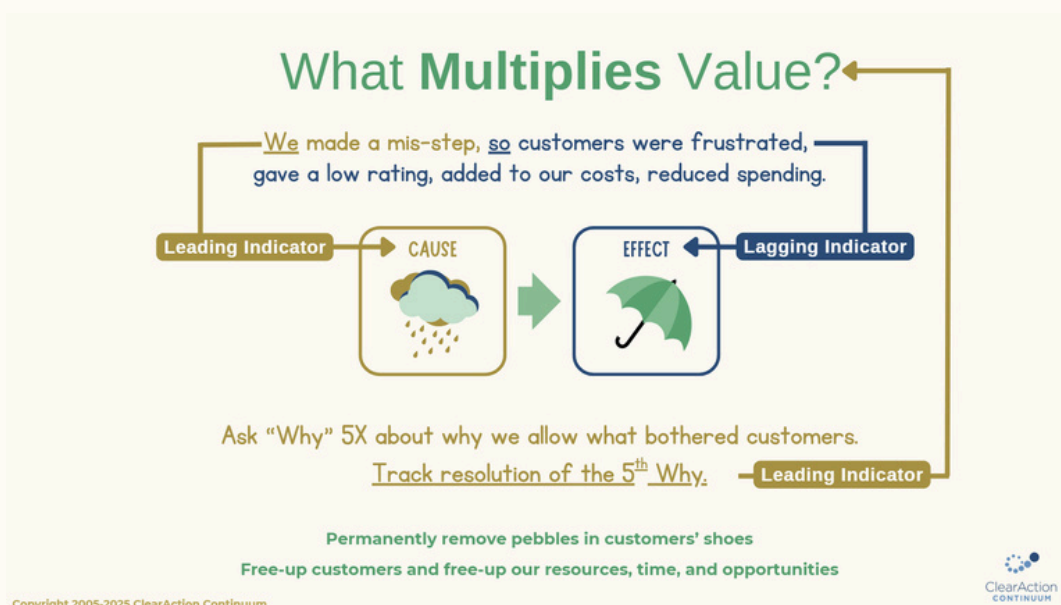


This is a small example:

- 24 hours/week Support for XYZ issue
- \$2K product not rebought by 40 customers/month
- Adds up to \$1.73M/year

No end in sight to this budget flying out the window.

It will expand yearly as more customers have XYZ issue.



Solution for CX **and** for EX:

Focus managers on the cause.

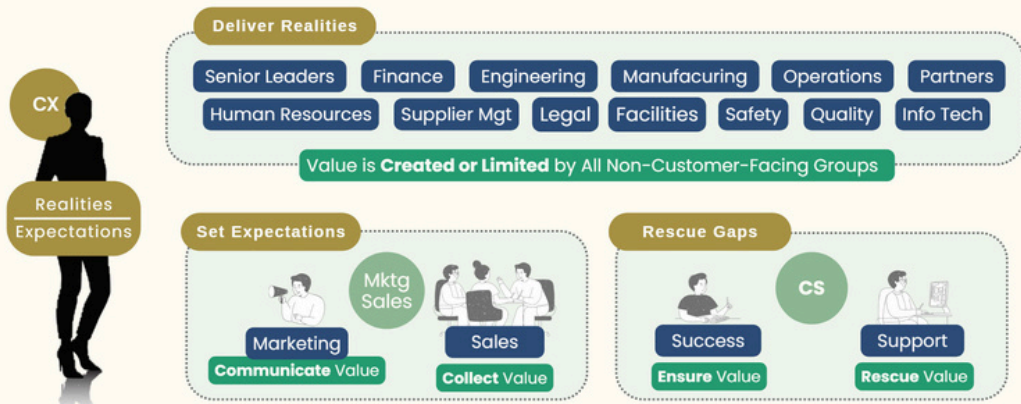
Which mis-step they caused?

Get to the heart of it with a 5-Why's small group exercise.

Pro Tip: CX bonus pay tied to 5th Why resolution is BEST ROI!

5th Why resolution predicts ratings, behaviors, financials!

Who Creates or Limits Value?



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CX = customers' viewpoint of goodness = their realities vs. their expectations.

Expectations set by Mktg/Sales.

Realities delivered by every group across your company.

CS saving churn = rescue gaps.

CXM? Sync all parties for 1:1 ratio in realities vs. expectations!

3X revenue growth by reducing negative word-of-mouth



Study by London School of Economics

Permanently remove pebbles in customers' shoes

Free-up customers and free-up our resources, time, and opportunities

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If you increase positive word-of-mouth by 1%, how much revenue increases?

If you decrease negative word-of-mouth by 1%, how much revenue increases?

3X more by taking pebbles out of customers' shoes!

CXM syncs all parties for 1:1 ratio in realities vs. expectations.

CX ROI by Stopping 1 Poor CX Issue

\$1,734,000 (\$1.73 Million)

Budget Expansion

Re-Allocate Freed-Up \$\$	Year 1	Years 1+2+3	
Increase Salaries	\$433,500	\$520,200	Allocate 10%
Increase Hiring	\$433,500	\$1.56M	Allocate 30%
Empower Spending	\$433,500	\$2.08M	Allocate 40%
Increase Profit-Sharing	\$433,500	\$1.04M	Allocate 20%
	= \$1.73M	= \$5.2M	

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By stopping 1 poor CX issue:

You stop \$1.73 budget flying out the window.

This expands budget available.

in every year forward!

Focus managers on budget: it's personal! They want this!

Show the snowball effect.

8X revenue growth
via VoC-inspired
innovations

CXM

vs. revenue from **internally**-inspired
successful innovations in 9 industries over 5 years

Study by Massachusetts Institute of Technology (MIT)



Make VoC inspirational to all
launches and expansions of markets, products, services, business models, alliances

- ✓ Faster adoption curve (expand Marketing/Sales)
- ✓ Rapid time to productivity (lower CS expenses)
- ✓ Stronger recommendations & retention (less loyalty \$)
- ✓ Faster sales cycle (lower cost of acquisition)
- ✓ Easier cross-selling (expand margin)

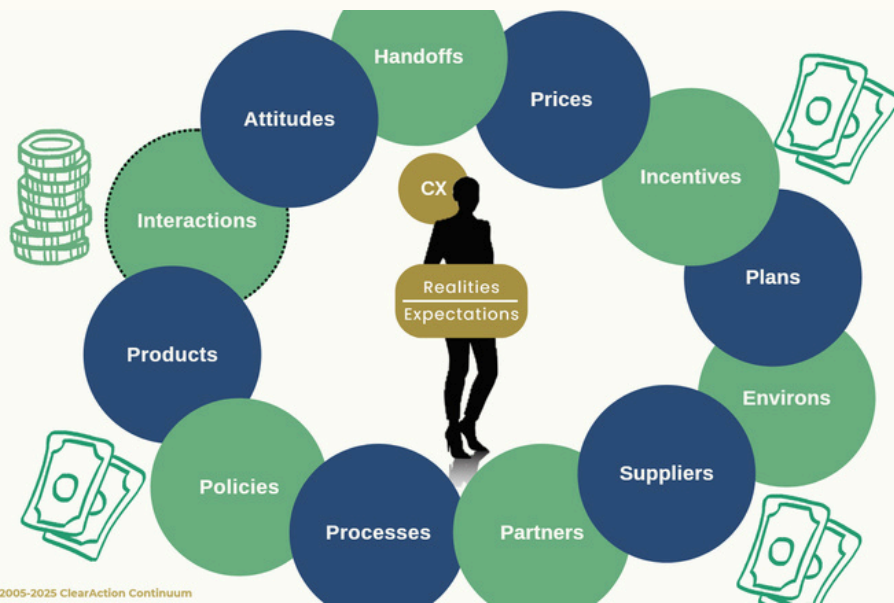
For 1200 successful innovations 5 years after launch, half were inspired internally, and half were inspired by customers.

800% more revenue gained by customer-inspired innovation.

When your CXM makes VoC actionable to all parties innovating products, markets, alliances, pricing, policies, processes . . .

. . . you could get 8X revenue!

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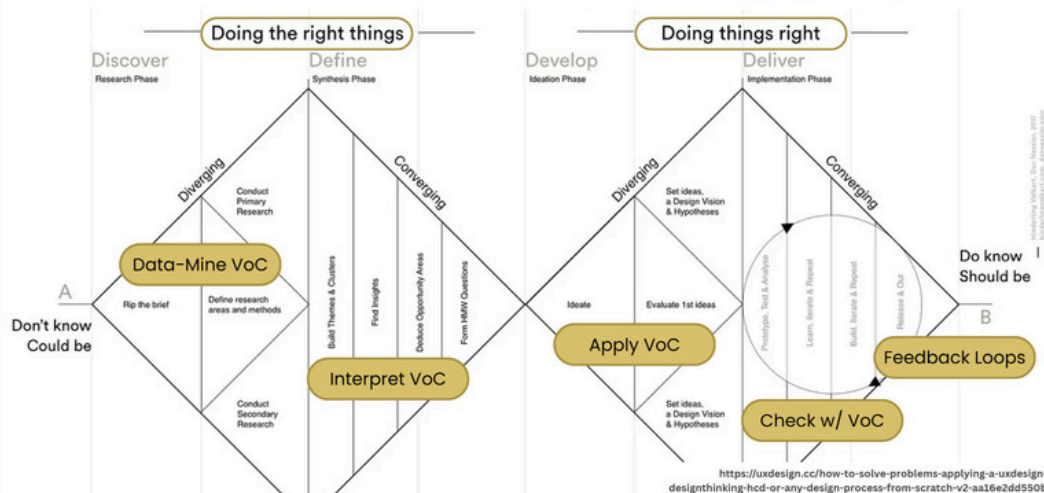
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This is how you influence all bubbles that shape what customers experience!

Note: all principles/techniques here are universal to employee experience and partner experience, too.

HCD for non-customer-facing groups



Make human-centered design simple for every group across your company to use for every process and policy and product they make (internal + external).

It's simple: use VoC throughout.

This is why customer-centric culture is not an HR thing.

It's a VoC usage thing.

CXM can drive this.

Aiming for 8X revenue, right?

Team Sport



Basic requirements for every player:
(1) Keep your eye on the ball
(2) Backup your teammates



Show executives how every organization in your company is like a position in football, baseball, cricket, rugby, etc.

Ball = customer, not to be kicked around, but guided to their goal.

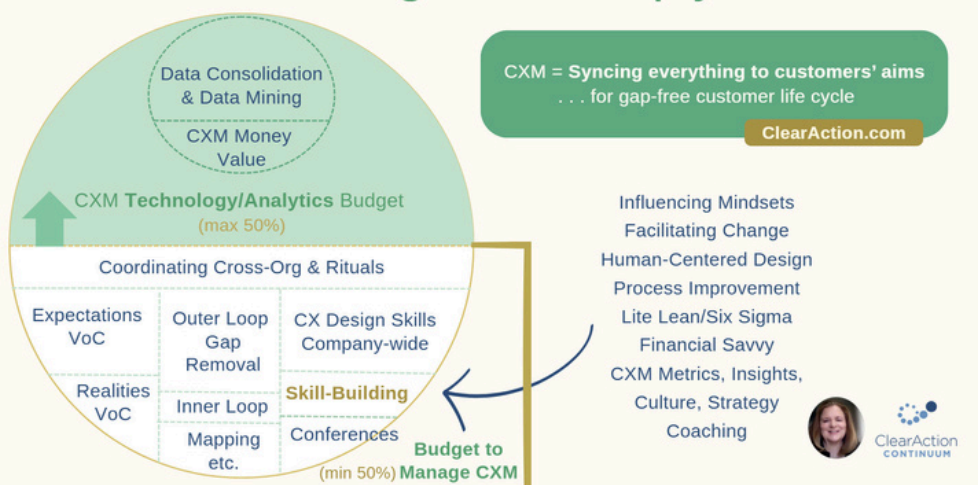
Focus managers and CXM on offense-side of the field instead of defensive moves.

My workshops show you how!

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Your Skills & Budget to Multiply CX+EX \$



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Rituals = development, reviews, approvals, rewards, launches, succession, etc.



Is your CXM budget setting you up to multiply CX+EX growth?

Each widget in this pie is the size of budget needed for what is labeled.

Re-allocate 2026 funds, talent, and energy accordingly.

This is key to multiplying CX+EX for giant savings and gains.

Boost Skills to Multiply Value

ClearAction.com/growth	Get CX=EX Buy-In	Prove CX Value	Solve CX+EX
Stakeholder Motivation for CX+EX	1	2	2
Influencing CX+EX Internally	4	5	3
Interaction Bridges for CX+EX	5	6	4
Financial Savvy for CX+EX	2	1	5
Lite Lean/6 Sigma for CX+EX	6	4	1
C-Suite Guide to CX=EX=\$	3	3	6

Experts Course

Masterminds

Coaching

Fireside Chat

Maturity Builder

Multipliers Forum

Retainer Credits

Gift Cards

ClearAction workshops are concise and powerful, based on my real life lessons learned.

Top 1, 2, 3 solutions in bold.

Mix what meets your needs.

You eventually need all of it.

The sooner you skill-up, the sooner you'll multiply growth.

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CUSTOMER ALIGNMENT STRATEGY

Stakeholder Motivation Workshop

FACILITATE RESISTANCE & COORDINATION FOR CHANGE

- Inspire self-motivation in any / every manager
- Discover their roadblocks and smooth their buy-in for ongoing momentum in experience management

Who Has a Stake

What's Not In It for Them

What's In It for Them

Reduce Resistance

Increase Follow-Through

\$500 pp 90-min live remote (min 2 people)
\$250 pp live remote (min 4 people)
\$125 pp self-paced

<https://clearaction.com/products/stakeholder-motivation>

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Popular change management models cannot multiply CX+EX \$.

This workshop makes you a master in seeing and reducing resistance factors for whole organizations to buy-in and follow-through year after year.

This skill is my most prized across my entire career.

<https://ClearAction.com/stakeholder>

CUSTOMER ALIGNMENT STRATEGY

Internal Influence Skills

MASTERCLASS

GROWTH VIA CUSTOMER EXPERIENCE, PARTNER EXPERIENCE, & EMPLOYEE EXPERIENCE

6 modules:

Rise Above Assumptions

Listen to Illuminate

Questions to Motivate

Communicate Remotely Effectively

Manage Intended Outcomes

Trust & Partnering

\$600 pp 1-hr x 6 live remote (min 5 people)
\$300 pp self-paced
\$50 pp 1 module at a time

<https://clearaction.com/products/influence-masterclass>

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What is your trust persona?

Can you toggle across 9 partnering modes?

Do you ask questions aimed to self-motivate others?

Do you drive to intended outcomes in every situation?

<https://ClearAction.com/internal-influence>

CUSTOMER ALIGNMENT STRATEGY

Interaction Bridges Workshop

BUY-IN & FOLLOW-THROUGH WITH ALL PERSONALITY TYPES

GROWTH VIA CUSTOMER EXPERIENCE, PARTNER EXPERIENCE, & EMPLOYEE EXPERIENCE

- Get cooperation from any personality type, based on clues about the strength(s) you share

Chart the Course

Behind the Scenes

Get Things Going

In Charge

Interaction Bridges

\$900 pp 3-hr live remote for 1 person
\$450 pp 3-hr live remote for 2 people
\$300 pp for 3 people

<https://clearaction.com/products/bridges>

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Personality styles are why others resist or misinterpret or mis-execute what you say.

Master how to recognize their style and the 1-2 strengths you share with any style.

When you adjust to use your shared strength in how you say things, they will buy-in and follow-through.

<https://ClearAction.com/bridges>

CUSTOMER ALIGNMENT STRATEGY

Financial Savvy for CX+EX+PX

TIE-IN TO SENIOR LEADERS, BOARD, INVESTORS



GROWTH VIA CUSTOMER EXPERIENCE, PARTNER EXPERIENCE, & EMPLOYEE EXPERIENCE

\$500 pp 90-min live remote for 2 people
\$250 pp 90-min live remote for 4 people
\$125 pp for self-paced

- Growth metrics formulas and hierarchy: what leads to what.
- Financial ratios affected by CX, EX, and PX (XM).
- Money dashboards for CX, EX, and PX gains.
- How XM impacts risks and rewards investors care about.
- How "XM annuities" multiply growth.

<https://clearaction.com/products/savvy>

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Master the art of speaking money with executives.

Discover how to quantify or frame almost anything in money.

See how to use partial data to 'paint a compelling picture'.

Go beyond typical metrics and equations to what customers and investors value most.

<https://ClearAction.com/savvy>

CUSTOMER ALIGNMENT STRATEGY

Lite Lean / 6 Sigma for CX+EX+PX

TECHNIQUES TO MULTIPLY VALUE



GROWTH VIA CUSTOMER EXPERIENCE, PARTNER EXPERIENCE, & EMPLOYEE EXPERIENCE

\$500 pp 90-min live remote for 2 people
\$250 pp 90-min live remote for 4 people
\$125 pp for self-paced

- Customer-centered process improvement: COPIS (customers specify the outcomes needed from our processes and inputs from our suppliers).
- CX bottleneck identification and removal: PERT critical path analysis and activity network diagrams.
- Prioritize CX improvements by the Pareto 80/20 rule.
- Drill-down to root causes within 2 hours: 5 Why's workshops.
- Data-based decision-making: check sheets, histograms, control charts, force-field analysis.
- And much more, all in context of customer, employee, and partner experience management.

<https://clearaction.com/products/lite-lean>

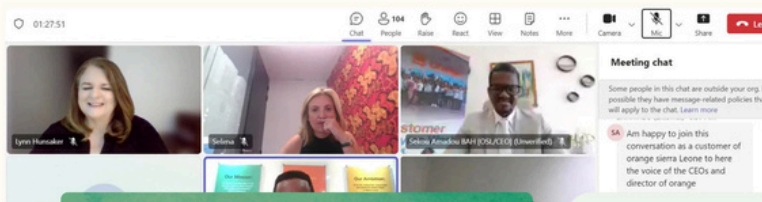
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Get templates that inspire managers to see CX as customers see it, prevent CX issues, and permanently stop CX issues from ever happening again.

These techniques are sensible management for any role, and vital to CXM multiplying value.

<https://ClearAction.com/products/lite-lean>



Fireside Chat

WEBINAR FOR YOUR COMPANY



GROWTH VIA CUSTOMER EXPERIENCE, PARTNER EXPERIENCE, & EMPLOYEE EXPERIENCE

\$600 live remote 1-hour
\$550 live remote 1-hour monthly or quarterly

- As a panelist
- As a town hall Q&A
- As small group conversation
- Pre-recorded for video clips in your workshops, intranet, etc.
- etc.

<https://clearaction.com/products/fireside-chat>

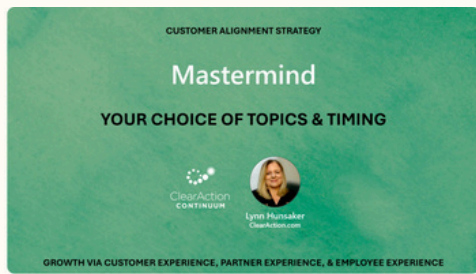
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Invite me to chat for an hour with any group, internal or external.

This example is from CX Day at Orange Sierra Leone with their CEO and other chief roles in an all-hands meeting with visitors including customers and government officials.

<https://ClearAction.com/fireside-chat>



<https://clearaction.com/oneonone/any-topic-mastermind>

- Lynn prepares templates in advance to meet your goal

\$200 live remote 45-min
\$350 live remote 90-min



clearaction.com/products/coaching

- No prep: top-of-mind advice for your goal

\$100 live remote 20 minutes
\$300 live remote 60 minutes
\$550 live remote 1-hour monthly



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Let's rapidly solve a challenge with templates I prepare in advance in Any-Topic Masterminds.

<https://ClearAction.com/oneonone/any-topic-mastermind>

Or present a situation and I'll give you pro tips in Coaching.

<https://ClearAction.com/coaching>



The "snowball effect" describes a process where something small starts to grow, gaining momentum and size as it continues, much like a snowball rolling down a hill. This effect can be either positive or negative, depending on the initial situation.

How it works:

- **Initial Small Start:** The process begins with a relatively small event, action, or circumstance.
- **Increasing Momentum:** As the process unfolds, it builds upon itself, gathering more of the same element or attracting similar elements, causing it to grow larger and faster.
- **Potential for Impact:** The snowball effect can lead to significant changes, whether positive or negative, due to the escalating nature of the process.

Start thinking snowball effects.

Instead of focusing on 1 quick win with a small CX team . . .

Get more teams solving the 2 biggest CX gaps they cause.

It's small at the start because it's an adjustment to what they're already doing . . .

That grows to giant impacts.



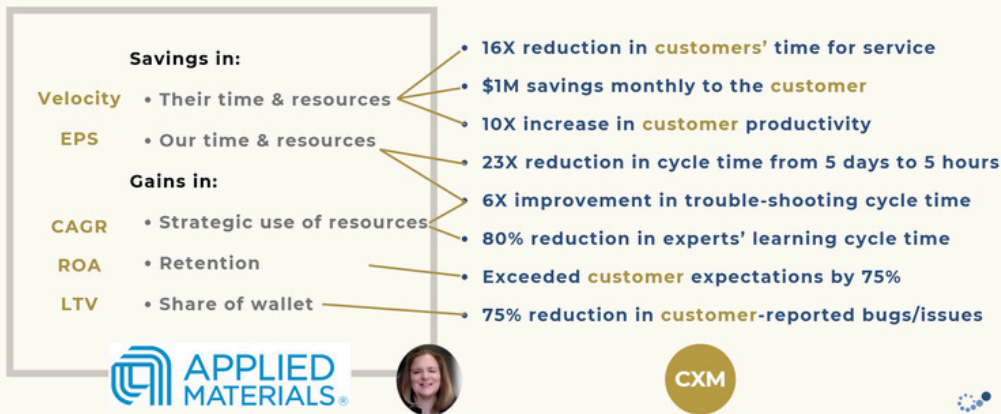
Pivot your CX leadership to the 3 biggest snowballs: CX silos, align to CX, embed CX.

CVM = customer value mgt = business strategy for value TO customers across their entire life cycle.

My workshops will bring your CX practices intelligence on par with what's needed for excellent results in artificial intelligence.

Ways We Multiplied Value

By engaging all non-customer-facing + customer-facing organizations, we made 100+ achievements like this every year



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Here are real achievements by non-customer-facing groups and touchpoint groups when I led company-wide CXM.

100+ achievements like this every year!

We spread lessons learned from these achievements across our company to go from strength to strength.

Customers' prosperity is your strongest path to prosperity!

Empower your organization(s) to self-assess their customer alignment quarterly or monthly

Search Clear

Add sub-dimension Guidance Reports Collapse Expand

Ref	Description	Current Rating	Current Due Dates	Edit
1.001	We engage for all customers	2	Due date for gap closure: 2025.03.06	Edit
1.101	Conduct	1	Due date for gap closure: 2025.03.28	Edit

CUSTOMER-CENTRIC MANAGEMENT 7x7

Customer-Centric Maturity Builder
SELF-ASSESSMENT & SELF-COACHING

\$600/year per internal organization
(department or branch or product line)

ClearAction CONTINUUM Lynn Hunsaker ClearAction

Surest and fastest way to embed CX in your company's DNA

<https://clearaction.com/7x7>

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Fastest and surest way to multiply CX+EX value is this self-assessment + progress-tracking online portal.

Even if your entire CXM budget was only this, you'd outpace norms in your industry for profit growth and revenue growth.

Because it engages organizations in new habits that get to the heart of bad CX that is stunting growth.

Welcome Lynn | My Solutions | Manage Account | Logout

CUSTOMER-CENTRIC MATURITY BUILDER
Demo

Search for items... Search Clear

Add sub-dimension Guidance Reports Collapse Expand

Ref	Description	Current Rating	Current Due Dates	Edit
1.001	Issues causing external and internal customer dissatisfaction; work roles originating the issues are assessed in permanent work.	2	Due date for gap closure: 2025.03.06	Edit
2.001	Decisions use customers' well-being as top priority	1	Due date for gap closure: 2025.03.28	Edit
3.001	Development starts with customer	1	Due date for gap closure: 2025.04.18	Edit
4.001	Reviews emphasize improvement	1	Due date for gap closure: 2025.04.18	Edit
5.001	Rewards (recognition and incentives)	1	Due date for gap closure: 2025.04.18	Edit
6.001	Scope of improving internal and external customers' well-being exempts no functional area enterprise-wide.	1	Due date for gap closure: 2025.04.18	Edit
7.001	Scrutiny	1	Due date for gap closure: 2025.04.18	Edit

CUSTOMER-CENTRIC MANAGEMENT 7x7

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Ask me for a demo!

It's self-managed consulting by giving you suggestions in the Guidance tab, to allow you to design a progress roadmap to fit your circumstances.

Quarterly coaching is included.

<https://ClearAction.com/7x7>



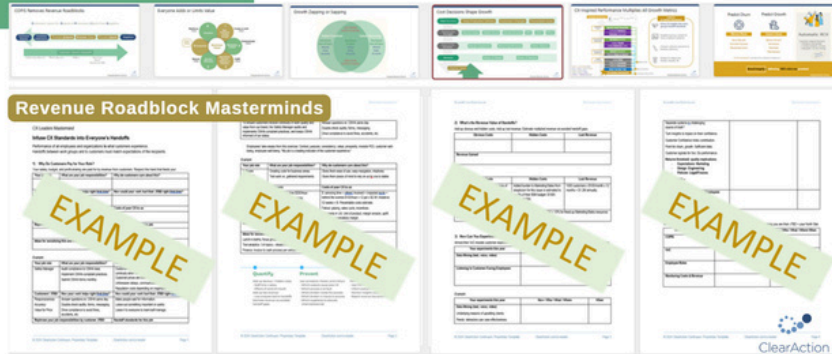
Remove Revenue Roadblocks 90-Minute Mastermind

\$800 pp 90-min x 4 live remote
\$225 pp 90-min x 1 live remote
\$600 pp 90-min x 1 live remote for you only
\$900 private group 90-min x 1 live remote

clearaction.com/products/1mastermind

It's like we're at the whiteboard together co-creating your solution.

The solution is typically a way that others will embrace to adapt what they're doing for huge gains.



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CX Leaders' Masterminds remove revenue roadblocks and profit potholes.

After I quickly show you things to pique your creativity, we use a series of templates that lead us to co-create your path to permanent solutions:

- Costs and gains estimates
- Stakeholder change plan
- Process improvement plan

<https://ClearAction.com/resources/masterminds>



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16 revenue roadblocks solved!

Remove 4 blockages each in strategies, growth endeavors, performance, and efficiencies.

Takeaways are conversations where other leaders *embrace it as their idea* to adjust what they're already doing, gaining huge savings in their time and costs and huge gains in CX+EX \$ growth.



<https://clearaction.com/products/experts>

Metrics	Insights	Design	Culture	Strategy
Return on Investment	Qualitative Research	Design & Innovation	Customer-Centricity	Strategic Analysis
Market Truths	Experience Voice	Design Tools	Aligned Engagement	Strategic Planning
Analytics	Managing Insights	Quality & Recovery	Influencing	Experience Strategy
Bonuses	Maps & Personas	Projects & Processes	Accountability	Governance

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Experts course shows how to: do CX+EX+PX metric smarter, do VoC/VoE smarter, for smarter design/improvement + smarter culture/strategy.

Try 1 module or Power Guide to see for yourself.

Watch the demo video for examples from each module:

<https://ClearAction.com/products/experts>

Growth = CX = EX

Join CX Value Multipliers Forum

How to multiply value of **customer** engagement, **partner** engagement, and **employee** engagement



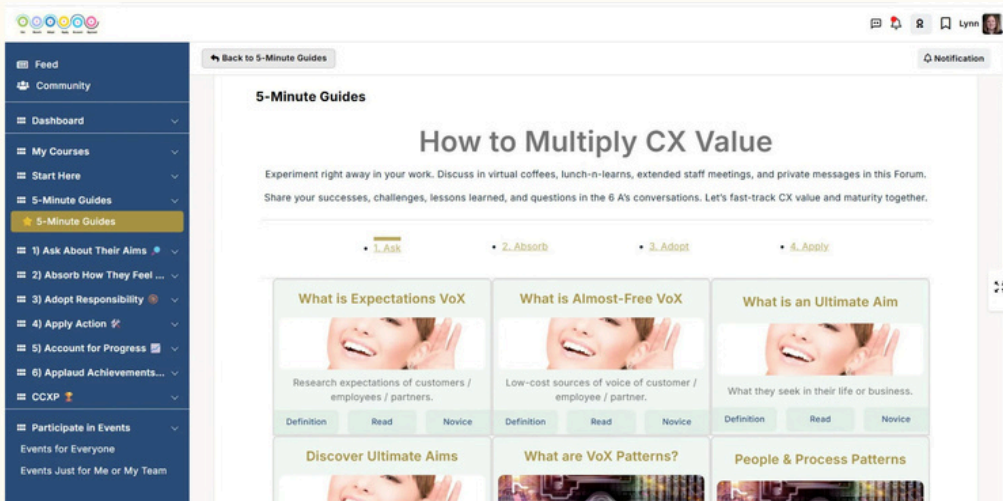
<https://clearaction.com/signup>

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CX Value Multipliers Forum allows your whole team to learn together and from other companies in discussion areas and interactive events.

Bring your CX + EX + PX teams (partner experience) together for cross-pollination and up-leveled consistent approaches.



<https://clearaction.com/signup>

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5-minute guides show you how to experiment with and master the 6 A's success factors for multiplying growth.

Friends Access is \$5 total and gives you the 1st A (Ask) guides and discussions + all events.

Bronze \$20/Month	Silver \$50/Month	Gold \$200/Month
Multiply Influence Super-charge experience management.	Multiply Alignment Fast-track customer alignment.	Multiply Expertise Bring your group into the Forum.
What You'll Get For you only 1-year access builds your capabilities CX Value Multipliers templates weekly* Member-only events All 6 A's guides and conversations 1 self-paced module*/quarter Earn points for perks and access	What You'll Get For you only 1-year access builds your capabilities Everything in Bronze membership 5-minute guides in challenges series* 2 Any-Topic Masterminds*/year	What You'll Get For up to 5 colleagues 1-year access builds your capabilities Everything in Bronze membership 1 Fireside Chat*/year 1 Self-paced module*/person/yr

<https://clearaction.com/signup>

Bronze
 1 Competency at a Time Modules
Silver
 Solve Your Challenge 45-Minute Mastermind
Gold
 Teach a Group Fast Fireside Chat

Bronze, Silver, and Gold membership expand access to all 6 A's.

Each tier has a freebie: Bronze 1 course module per quarter

2 Any-Topic Masterminds/year for Silver

Fireside chat + free module + masterminds for Gold

<https://ClearAction.com/signup>



Your Skills to Multiply Value

ClearAction.com/growth	Get CX=EX Buy-In	Prove CX Value	Solve CX+EX
Stakeholder Motivation for CX+EX	1	2	2
Influencing CX+EX Internally	4	5	3
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C-Suite Guide to CX=EX=\$	3	3	6

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Experts Course

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Fireside Chat

Maturity Builder

Multipliers Forum

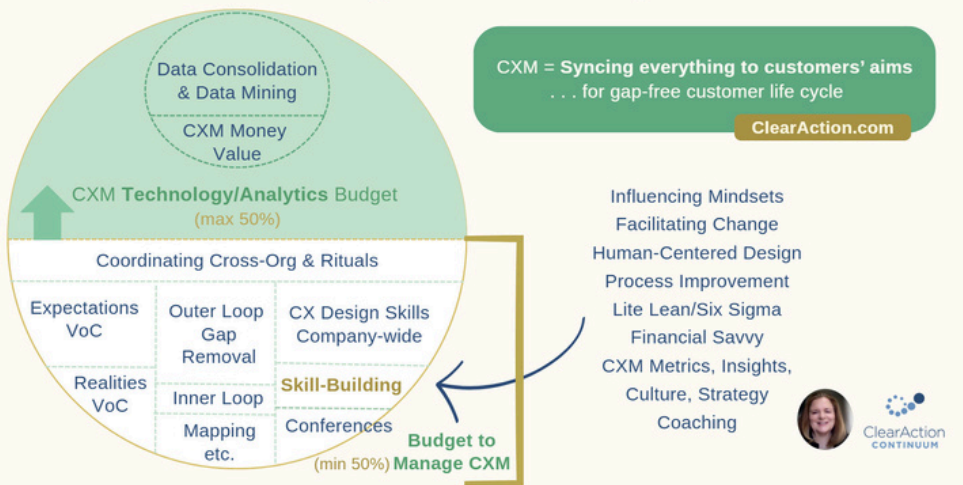
Retainer Credits

Gift Cards

Which workshops will you arrange now to prep for 2026?

What sequence of workshops do you want during 2026?

Ideal CXM Budget for Indisputable ROI



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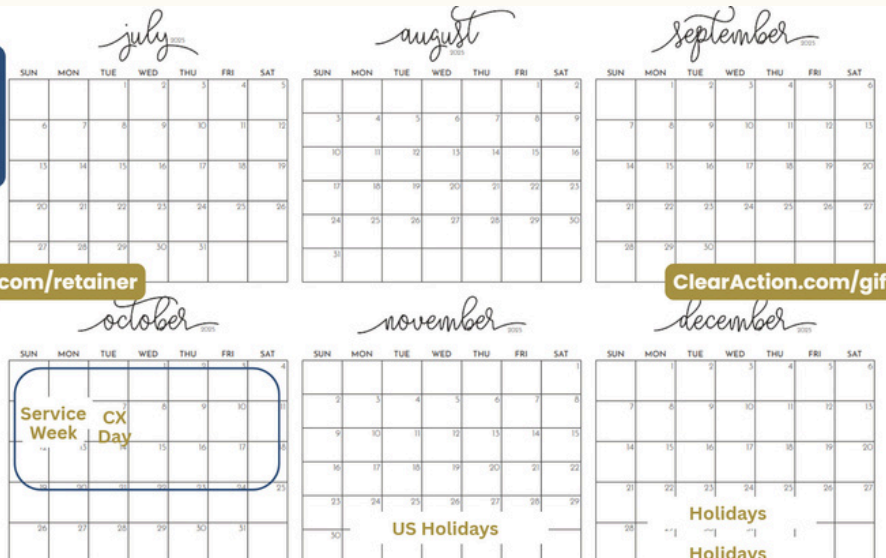
Rituals = development, reviews, approvals, rewards, launches, succession, etc.

You can discuss this with your executives ...

and set up a 15-minute call with me to answer any questions about your budget or CX+EX \$ multiplying strategy

<https://ClearAction.com/oneonone/get-acquainted>

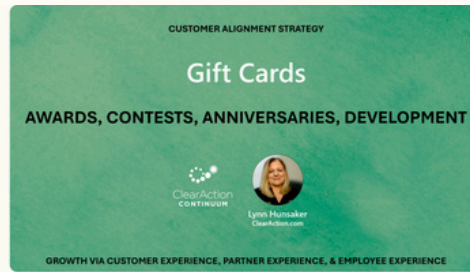
2025 is moving fast!



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CX Day and Service Week are just around the corner!

Plan now what you want to do each month.



<https://clearaction.com/gift>

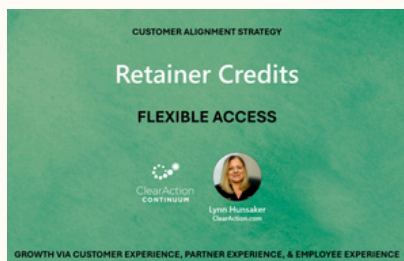
\$5 and up
Use any time in future

Give your team gift cards:

- CX Day + Service Week
- Recognition
- Anniversaries
- Contest prizes
- Appreciation
- Personal development
- Team offsite
- etc.

<https://ClearAction.com/gift>

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Monthly payment for X credits
Use credits any time in future at a discount
for any combination of resources/people

<https://clearaction.com/retainer>

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Retainer Credits

MAXIMIZE YOUR FLEXIBILITY

GET CREDITS

50 Credits = \$50/mo.
600 credits/year

350 credits = \$300/mo.
4200 credits/year

900 Credits = \$750/mo.
10,800 credits/year

1250 credits = \$1000/mo.
15,000 credits/year

USE CREDITS

Examples

20 Credits: Power Guide

125: Financial Savvy

200: Live Class

300: Interaction Bridges

500: Gold Membership

600: Maturity Builder

100 Credits = \$100 Resources

Make it easy on your budget:

Monthly retainer payments give you credits.

Get more credits per dollar at higher retainer levels.

Use credits toward any combination of resources for any combination of people.

Use 1 credit per \$1 price of any resource.

How to master CX job hurdles!

Instead of being a victim of circumstances:
Gain skills to drive happier outcomes for all

<https://ClearAction.com/growth>

My workshops and resources make it easy for you to master CX job hurdles!

Instead of being a victim of circumstances, gain skills to drive happier outcomes for customers, employees, partners, investors, executives, communities, and your children and their children (more value at lower costs).