

Experience Leadership for Experts & Execs

<https://ClearAction.com/leader>

Advance your skills to inspire companywide engagement, reduce silos, prove indisputable ROI, and become indispensable to corporate strategy.

1-minute video clip to get a sense of how ClearAction e-consulting guides you to higher growth:

<https://youtube.com/clip/UgkxV-DwEKtMfZ-BBbhjHfo837s13FpyTZch>

Self-paced or live e-consulting sessions for 5 topics or 1 at a time:

August 25: CX+EX+PX **Leading Indicators**

September 1: CX+EX+PX **Driving Change**

September 8: CX+EX+PX **Accountability**

No session on September 15

September 22: CX+EX+PX **VoX & Intelligence**

September 29: CX+EX+PX **Operationalized Strategy**

Fridays

8:30-11 am Los Angeles = 11:30-1 pm New York = 16:30:00-18:00 BST/WAT = 17:30-19:00 CET/SAST = 18:30-20:00 AST/EAT/TRT = 19:30-21:00 GST. Use this [timetable](#) to see the start time for your location. Request different timing if you prefer [in this form](#).




You get your Zoom link upon payment. You'll have immediate access to these self-paced resources.

You get a non-transferrable lifetime license to:

- **Videos:** 25-35-minute video segments totaling about 1.5 hours per topic.
- **Quizzes:** 10 true-false questions for each topic and 275 multiple-choice questions (includes 15-question Who Wants to Be a Millionaire quiz game for each topic).
- **Certificate:** 3 scenario questions per topic for personalized instructor feedback and Experience Leadership Certificate.
- **Workbook:** for each topic includes questions for relating it to your own experiences and templates for applying it in your work.
- **Links:** to examples and templates from a variety of experts for many concepts in each topic.
- **Live sessions:** (private or public) at no extra charge can be arranged for 5+ participants.
- **\$550 for 5 topics** or **\$110 for 1 topic at a time**.
You can try 1 topic with 7-day guarantee that it covers many things you have not heard of before.

Experience Leadership Mastery

Leadership = influencing all. Management = controlling some.

Touchpoint Management	Experience Management	Experience Leadership
 Revenue (Productivity) reverse and offset churn	 Brand Allies referrals + quick wins	 Lifetime Value prevent value roadblocks
How can they maintain our goals?	How can they expand our goals?	How can we aid their goals?

← Start Here!

Experience Leadership = **influencing alignment** to stakeholders’ priorities (prevent issues).

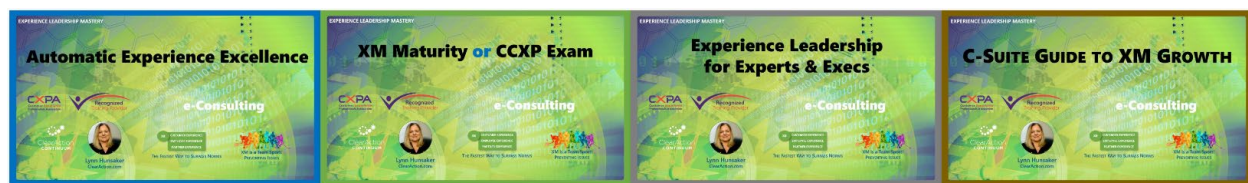
Experience Leadership is the perfect way to start XM, or gently course-correct, or pivot.

(XM = Customer + Partner + Employee Experience)

It’s the foundation that doubles value of everything in touchpoint and experience management.

Why? it **starts** with your culture’s strengths, XM maturity, and untapped XM value!

Build skills at all managerial levels combined: customer + partner + employee experience



Foundations For all experience managers
Intermediate For seasoned XM managers
Advanced For VPs, authors, CCXPs, etc.
C-Suite Also for Board & CX Council

6 Topics: XM ROI Essentials + Metrics & Analytics + Design & Efficiencies + Culture & Accountability + VoX & Intelligence + Operationalized Strategy

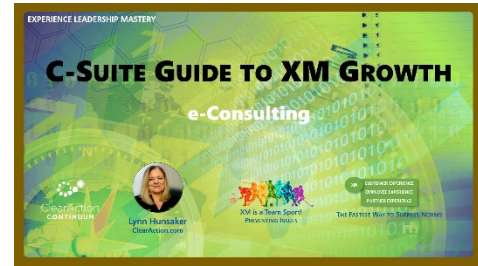
Allow everyone to get in-sync, from program managers to experts and execs.

It’s super affordable as self-paced and remotely facilitated e-consulting.

Automatic experience excellence is issue-free: what’s received meets/exceeds what’s expected.

Simplicity and sophistication are tailored for each managerial level's self-paced resources.
Similar content in these 6 levels synchronizes your whole team. Learn together in live sessions!

1) **C-Suite Guide to XM Growth** – ClearAction.com/execs for your Board and CEO's first- and second-level executives. 2-hours with 3 exercises for financial and cultural strategic impact highlights from Experts' CX+EX+PX Leadership. Remote live: \$700 pp for **5+ people** or \$500 pp for **10+ people**.



2) **Experts' CX+EX+PX Leadership** – ClearAction.com/leader for VPs, authors, keynoters, thought leaders, consultants, judges, award winners, CCXPs, and certified and long-time practitioners. Experience Leadership approach to Strategy, Leading Indicators, Accountability, Change/Design, VoX. Self-paced or live: \$110 pp **1 topic** or \$550 pp **5 topics**.



3) **Experience Management Maturity** – ClearAction.com/xm-maturity for seasoned CX, EX & PX managers. Experience Leadership approach to Strategy, Metrics, Design, Culture, VoX, and ROI. 275 multiple-choice, templates, case studies. Self-paced or live: \$90 pp **1 topic** or \$450 pp **5 topics**.



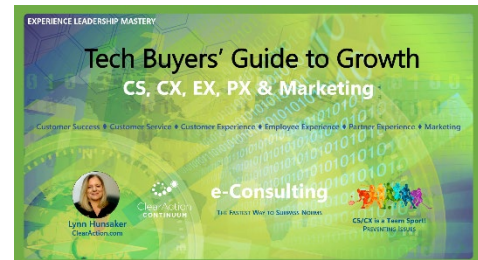
4) **100% CCXP Exam Prep** – ClearAction.com/ccxp makes your exam intuitive and successful via Experience Leadership approach to Strategy, Metrics, Design, Culture, VoC, and ROI. 275 multiple-choice, templates, case studies. Advice, links, previews for CCXP exam, application, processes. Self-paced or live: \$95 pp **1 topic** or \$475 pp **5 topics**.









5) **Automatic Experience Excellence** – ClearAction.com/xm-team for all CX, EX, & PX managers. Experience Leadership approach to Strategy, Metrics, Design, Culture, VoX, and ROI. 60 true-false. Workbook discussion ideas and tables for applying it. \$300 pp **self-paced**, \$400 pp **live**. (Group discounts)



6) **Tech Buyers Guide to Growth** – ClearAction.com/tech for Customer Success, Customer Service, Customer Experience, Employee Experience, Partner Experience & Marketing. Set up mindsets, metrics, motivations, and methods for your tech to inspire efficiency, growth, and performance across your firm. \$275 pp **self-paced**. (Group discounts)



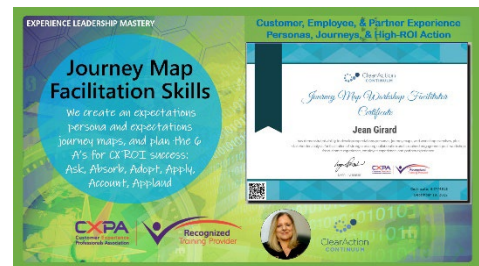
 <p>Lifetime Value Mindset</p> <p>Relationship strength focus to maximize cumulative profitability</p>	 <p>Customer-Centered Action</p> <p>CX data and metrics inspire resolution of CX issue root causes</p>	 <p>Enterprise Use of Insights</p> <p>Growth activities and re-engineering based on CX insights</p>
 <p>Aligned Motivations</p> <p>Dedication to shared agendas, shared vision, shared values</p>	 <p>Respecting Interdependencies</p> <p>Awareness and inclusion of groups who rely on one another</p>	 <p>Consistency to Intentions</p> <p>Say what you mean and do what you say, give heads-up on changes</p>

7) **Experience Value Exchange** – ClearAction.com/team-sport for VPs to interns in Marketing, CS, CX, EX, and PX. How to influence Aligned Motivations, Respecting Interdependencies, Consistency to Intentions (= Ease of Work), Lifetime Value Mindset, Customer-Centered Action, Enterprise Use of Insights (= Ease of Doing Business). 24x7 access to on-the-spot advice via templates, events, peer Q&A, and much more. \$19 pp monthly. (Group discounts.)

8) **Customer-Focused Communication** – ClearAction.com/focus for everyone who collaborates with colleagues, customers, or partners. Intended Outcomes, Advising and Partnering, Check Assumptions, Asking Questions, Effective Listening, Remote Communication. Short videos with application exercises. Self-paced: \$49 pp 1 topic or \$275 pp for 6 topics.



9) **Journey Map Facilitator Skills** ClearAction.com/journey-map for CX/EX/PX journey workshop facilitators. How to create an expectations persona journey map and 6 A's (ask, absorb, adopt, action, account, applaud) exercises and stakeholder management for sustained high ROI. Live remote: \$600 pp for 5+ people or \$500 pp for 10+ people.



10) **Coaching**
 ClearAction.com/cx-coaching for managers and executives in CX, EX, PX, and Marketing Ops. Present what you're working on for on-the-spot feedback. Calls up to 90 minutes, max 2 people: \$300.



- Experience metrics, dashboards, value
- Experience bonuses and recognition
- Experience deployment challenges
- Experience strategy, culture, adoption, accountability
- Experience solution provider selection and management
- Voice of experience methodology and actionability
- Experience intelligence and insights
- Customer-centered marketing and processes
- Experience improvement and innovation
- Intentional customer experience as north star

How coaching differs from consulting:

You present what you're working on.
 We give you on-the-spot feedback.
 All visual aids shown real-time in the call.

11) **CX+EX+PX Masterminds** – ClearAction.com/masterminds
 for any customer, employee, and partner experience manager. Minimum 3 and maximum 9 participants. Make a customized playbook in guided live sessions with rare advice in rapid action templates. \$75 for 90-minute public live session (see upcoming topics) or \$500 for 2-hour private live session.

12) **CCO Masterminds** – ClearAction.com/chief
 for CX leaders starting or pivoting CX growth strategy. 3-month series of rapid template sessions in small groups 3 weeks per month followed by individual coaching monthly and a 2-day deep-dive retreat. Minimum 3 and max 12 people. \$1800 upfront or \$775/month x 3 or \$675 x 3 early bird.

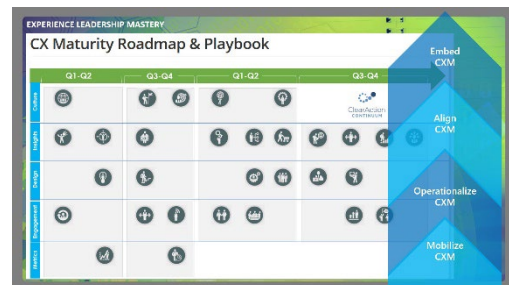


13) **Masterminds Retreat** – ClearAction.com/retreat
 for experts and executives in customer, partner, and employee experience. 2-day in-person series of 5-6 deep-dive rapid template sessions to pivot to Experience Leadership: influence prevention of lifetime value roadblocks. Optional recreation activities with analogies for experiential learning. Maximum 12 people. \$1275 upfront or \$975 early bird or \$700 via Zoom.



Note: Masterminds can be customized for 1 person.

14) **CX Maturity Roadmap**
 ClearAction.com/cx-maturity
 Your roadmap’s pace and sequence are customized for your organization’s circumstances. Building from your strengths, your maturity milestones give you a multi-year plan. Icons highlight Ultimate-Practices™ explained in playbooks, roll-out sessions, and coaching.



15) **Marketing Maturity Roadmap** – Your roadmap’s pace and sequence are customized for your organization’s circumstances. Building from your strengths, your maturity milestones give you a multi-year plan. Icons highlight Ultimate-Practices™ explained in playbooks, roll-out sessions, and coaching organized by Technology, Data, Metrics, Guidance, and Collaboration.





Lynn Hunsaker

Lynn Hunsaker influenced company-wide customer-centric management at Fortune-250 companies as Head of Global Quality (CCO), Marketing Director, Strategic Information Manager, Customer Satisfaction Improvement Manager, and Voice of Customer Manager. Through her team's facilitation, **every year every P&L made at least 2** accomplishments like this:

- 10X increase in customer productivity
- 23X reduction in lead time from 5 days to 5 hours
- 6X improvement in trouble-shooting cycle time
- 75% reduction in customer-reported bugs/issues



This ambitious focus saved millions in hours and dollars for all. It deepened cross-organizational collaboration and focus on customer prosperity as the path to trust, relationship strength, brand preference, higher profitability, and market share twice as high as the next competitor.

As a California certified teacher (SSAT/CBEST), Lynn created and taught 25 semester courses on marketing, advertising and business at San Jose State University, Mission College, University of California Berkeley Extension and UC Santa Cruz Silicon Valley Extension. Lynn is past president of Silicon Valley American Marketing Association (Chapter Excellence Award) and Association for Psychological Type's Bay Area chapter. She is a Certified Quality Manager, and Certified Practitioner of MBTI, CPI 260, Temperaments, and Interaction Styles, Recognized Training Provider, Certified Customer Experience Professional, and Professional Certified Marketer.

She conducted the world's first global B2B customer experience practices study (2010-2014). Lynn is author of 3 handbooks on Amazon Kindle, including *Innovating Superior Customer Experience*. At CustomerThink.com, she is 1 of 5 Hall of Fame authors and since 2008 she is frequently #1 author and Author of the Year. Lynn is co-founder of the Experience Value Exchange with revolutionary methods for skill-building for Marketing, CS, CX, EX, and PX teams to influence company-wide prevention of issues along with customer-inspired performance in every efficiency and growth effort.

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