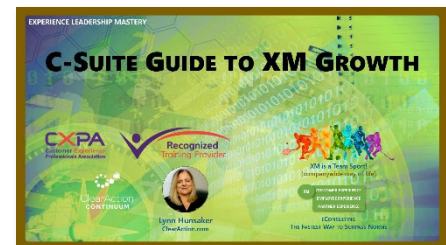


## Experience Leadership Mastery

Experience Leadership Mastery is influencing company-wide alignment to customer, employee, and partner expectations. **Modernize your skills** via virtual mentoring (self-paced and remotely facilitated). It's advice in layers that you can immediately put into use and continually revisit for ongoing inspiration. Drive trust and lifetime value for employees, partners, customers, investors.

1) **C-Suite Guide to CX Growth:** live course for your Board of Directors and CEO's first- and second-level executives. It is based on our **CEO's Guide to Growth** series with flexible emphasis and duration. Remote: \$700 pp for 5+ people or \$500 pp for 10+ people. [ClearAction.com/execs](https://ClearAction.com/execs).



2) **CX+EX+PX Strategy Masterminds Symposiums:** rapid action templates for elevated customer, employee, and partner experience ROI in guided live sessions. Weekly 90-minute topic: \$75. CCO Masterminds quarterly: \$650/month. [ClearAction.com/masterminds](https://ClearAction.com/masterminds).



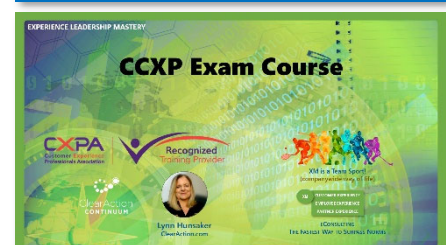
3) **Experts' CX+EX+PX Leadership:** advanced for authors, keynoters, thought leaders, consultants, judges, award winners, CCXPs, and certified and long-time practitioners. Self-paced or privately scheduled: \$110 pp per topic or \$550 pp for 5 topics. [ClearAction.com/leader](https://ClearAction.com/leader).



4) **Automatic Experience Excellence:** engage every work group in maximizing CX, EX, & PX lifetime value. 5 topics: Strategy, Metrics, Design, Culture, VoC. \$300 pp for 5 topics. Self-paced, or privately scheduled for 5+ people. [ClearAction.com/customer-experience-course](https://ClearAction.com/customer-experience-course).



5) **CCXP Exam Course:** CX Strategy, Metrics, Design, Culture, VoC. 275 multiple choice questions. Self-paced or live: \$95 pp per topic or \$475 pp for 5 topics. [ClearAction.com/ccxp](https://ClearAction.com/ccxp).

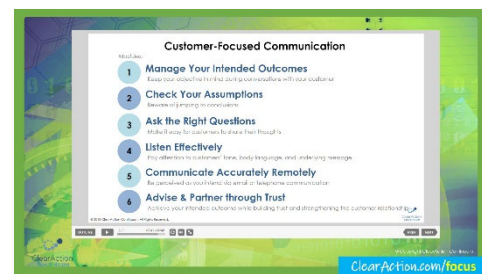




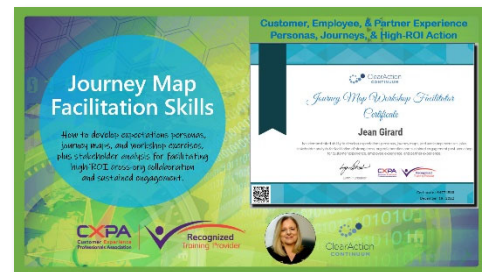
6) **Experience Value Exchange:** 24x7 access to on-the-spot advice via templates, events, peer Q&A, and much more for VPs to interns. \$19 pp monthly. Volume discount. [ClearAction.com/team-sport](https://ClearAction.com/team-sport).

7) **Customer-Focused Communication:** improve relationships with your internal/external customers and partners. Lifetime access to self-paced resources: \$49 pp per topic or \$275 pp for 6 topics. Live course can be privately scheduled for 5+ people.

[ClearAction.com/focus](https://ClearAction.com/focus).



8) **Journey Mapping Facilitator Skills:** how to facilitate CX/EX/PX *expectations* personas and journey maps and 6 A's (ask, absorb, adopt, action, account, applaud) workshop exercises, and stakeholder management for sustained high ROI. \$600 pp for 5+ people or \$500 pp for 10+ people. [ClearAction.com/journey-map](https://ClearAction.com/journey-map).



9) **Coaching for CX, EX, PX, & Marketing**

**Ops:** you present what you're working on for on-the-spot feedback. Calls are up to 90 minutes for max 2 people: \$300.

[ClearAction.com/cx-coaching](https://ClearAction.com/cx-coaching).

10) **CX Maturity Roadmap, Marketing Maturity Roadmap, Customer Culture Assessment:** customized sequence of playbooks to fast-track maturity, scalability and growth via CX/MO.



## EXPERIENCE LEADERSHIP IS VITAL FOR 2020s SUCCESS

TOUCHPOINT MANAGEMENT	EXPERIENCE MANAGEMENT	EXPERIENCE LEADERSHIP
Revenue (Productivity): <a href="#">reverse and offset churn</a>	Brand Allies: <a href="#">referrals + quick wins</a>	Lifetime Value: <a href="#">prevent value roadblocks</a>
How can they <a href="#">maintain</a> revenue?	How can they <a href="#">expand</a> revenue?	How can we <a href="#">aid</a> their goals?
Customer Support Customer Success CRM Personalization User Experience	Net Promoter System Journey Mapping CX Design Loyalty Incentives Digitalization	Expectations VoC CX Annuities Growth Inspired by CX Efficiency Guided by CX North Star = CX

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Instructor [Lynn Hunsaker](#) (CCXP, RTP) led company-wide customer experience transformation at Fortune-250 companies as Head of Global Quality, Marketing Director, Strategic Information Manager, Customer Satisfaction Improvement Manager, and Voice of Customer Manager. Partial list of accomplishments:



- 16X reduction in customers' time for service
- 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

Lynn created and taught 24 college courses at San Jose State University, Mission College, and extensions of UC Berkeley and UC Santa Cruz. She conducted the world's first global B2B customer experience practices study from 2010-2014. Lynn is author of 3 experience leadership handbooks on [Amazon Kindle](#). She is 1 of 5 CustomerThink Hall of Fame recipients and has been #1 author several times. Lynn is co-founder of the [Experience Value Exchange](#) for revolutionary skill-building.

She is past president of American Marketing Association's Silicon Valley chapter and Association for Psychological Type's Bay Area chapter. ClearAction was a founding corporate member of CXPA and the first CXPA Recognized Training Provider. Lynn served on CXPA's board of directors and CX Experts panel, and she co-chaired many CXPA committees. She is a California certified teacher, Certified Practitioner of MBTI, CPI 260, Temperaments, and Interaction Styles, Certified Quality Manager, Professional Certified Marketer, and Certified Customer Experience Professional.

