

SOLVE REVENUE ROADBLOCKS VIA CX + EX + PX

Customers + Employees + Partners



ClearAction
CONTINUUM

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Voice of Customer role in Corporate Strategic Planning set up her CXM strengths to engage all business units to prevent CX gaps. Head of CX & Corporate Quality, University Instructor.

6 A'S

SOLUTIONS AS WORKSHOPS,
PLAYBOOKS OR FIRESIDE CHATS

Success keys for simultaneous growth in revenue, profit, CX and EX, sustainably.

CX VALUE MULTIPLIERS FORUM



Ask

Harvest CX, EX, PX feedback for use in decisions of all kinds

- Core-Growth Customers
- Customers' Ultimate Aims
- Intentional CX = North Star
- CX+EX+PX Sync



Absorb

Help managers of all types feel CX/EX/PX realities they cause

- Stakeholder Inventory
- Intended Outcome Partnering
- Internal Marketing for CX/EX
- Internal CX Management



Adopt

Inspire all managers to be self-motivated to stop CX/EX/PX gaps

- CX/EX/PX Gaps Money Value
- CX in Employees' Purpose
- CX in Everyone's Strategies
- CX = Business Outcomes



Act

Mistake-proof root causes for gaps and ongoing new value

- 6 A's Workshops
- Right Things Right
- Silos Choking Growth
- Chronic Issues Sap Budgets



Account

Drive follow-through and quantify gains for all parties

- CX Bonus Criteria
- Throw CX Over the Fence
- Cross-Org Interdependencies
- CX Lite Lean Six Sigma



Applaud

Reinforce new practices to embed in enterprise DNA

- Self-Report Team Recognition
- CX in Reviews & Rewards
- CX in Meeting Agendas
- CX in Each Strategic Pillar

- CX Stakeholder Motivation Workshop
- Interaction Bridges Workshop
- Financial Savvy / Internal Influence / CCXP
- C-Suite Guide to CX=Growth Workshop
- Customer-Centric Growth Accelerator
- Ai for CX DNA Infusion Handbook

LET'S ELEVATE EXPERIENCE LEADERSHIP

ARRANGE A CLASS, WORKSHOP, PLAYBOOK,
ACCELERATOR, FIRESIDE CHAT, OR COACHING

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