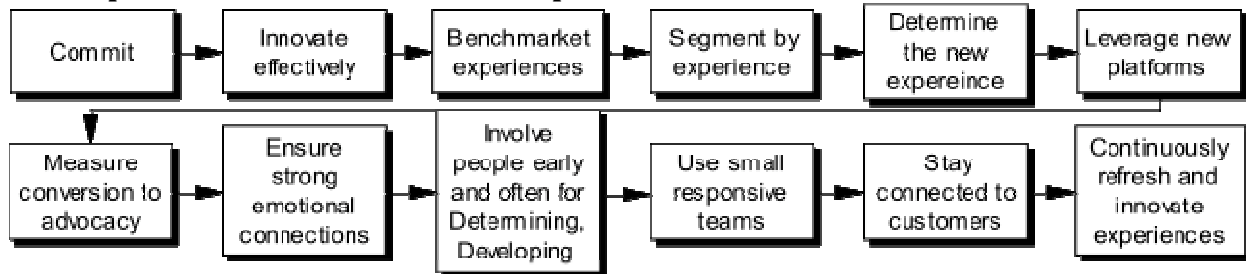


The Experience Makers Leadership Essentials®

Whether they are called commandments, essentials, must haves or imperatives, the best experience makers have these qualities. They see their business and customers beyond making promises, products, services, pricing, technologies and transactions. The essentials are critical in determining, developing and delivering extraordinary customer experiences.

The Experience Makers 12 Leadership Essentials



1. **Commit to purposely determining, developing and delivering an extraordinary customer experience.** It starts with the CEO or business owner. If you are not the CEO or business owner, start to inform people about the benefits of being an experience maker. Include examples of experience companies, people, products, services and their insights. Subject matter experts and independent research can be very helpful.
2. **Know specifically how your company innovates most effectively,** including if it is formal or informal and the mix between organic and systematic approaches. Understand how you will use it to determine, develop and deliver customer experiences.
3. **Benchmark the experiences people are having now in your own markets and markets you would like to enter or create.** Include experiences with the messages, people, processes, products or services from your company and the competition. Understand what the actual Do-Fors are and if any gaps exist between them and the promises made. If you are developing a new experience begin to assess it early and often.
4. **Segment opportunities by experience.** This includes understanding what the experience is like for potential customers, customers, advocates AND their influencers in new markets of interest. If you are looking to create a new market then do the same for a nearest neighbor market. And start to test for what you are proposing the all new experience could be.
5. **Determine what the new customer experience should be.** Be specific. Include how it will be better, different and more valuable from the time a person is a potential customer to advocate. Make the Do-Fors valuable, obvious and consistent from the start of the experience through to advocacy. Be realistic about what you can promise and deliver.

6. **Assure that social technologies and new communications platforms do something for you, not to you.** Customers' preferences change. Select which of these changes to best utilize to stay relevant, create new business opportunities, or expand your reach to more people. Make it a consistent extension of the great experience of your company while improving the proximity of the experience to where people want or could have that experience.
7. **Establish and consistently use an effective way of measuring potential customer to advocate conversion.** Along with the experience makers themselves, independent researchers like JD Power, Forrester, Gartner and others have set great examples. Assure that metrics of success are aligned with delivering extraordinary experiences along with other business goals. Make sure tactical metrics support the experience strategy.
8. **Ensure a strong emotional connection that develops a high level of trust.** Deliver on the promises you make about your Do-fors. Secure brand and trust through the emotional connections you make in your customer experience. Elevate purchases from "need" to "desire," forming a deep commitment to your company, product, or service.
9. **Involve people early and often in determining and developing all of the experience.** Ask, Watch, and Listen early and often to reduce uncertainty when it's less expensive and easier for the biggest return and impact. Know when to diverge from the findings based on company experience, prior successes and actual performance anticipating future customer experiences.
10. **Use small responsive teams of no more than eight people and low fidelity prototypes for rapid iterations.** Increase the fidelity of the prototype and expand your audience for feedback as your ideas evolve and take shape. Smaller teams are easier to manage and keep everyone on the same page. Small teams maintain more, consistent, and deeper insights for rapid, customer-specific delivery of the experience.
11. **Stay connected to your customers – not your processes.** Develop the experience and what you do for people so that when you are at the cross roads, you can decide to stay connected to your existing and future customers. This is the ability to leave behind methods, equipment, processes and technologies that will otherwise separate you from existing customers and future opportunities at critical times.
12. **Continuously reinvigorate existing customer experiences, innovate new ones and new opportunities.** Ultimately, like the best experience companies, you want to compete with yourself.

The Experience Makers Leadership Essentials® by Jeofrey Bean and Sean Van Tyne. A companion document for readers of the book **The Customer Experience Revolution - How Companies like Apple, Amazon and Starbucks have changed business forever.**
www.CXRevolution.com