Skills4Retail
Building sustainable growth



Leadership in the Experience Economy

Designed by Retail Skillnet Ireland for the Skills4Retail Initiative

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About this Module

The **Leadership in the Experience Economy** module, designed by Retail Ireland Skillnet for Existing and Aspiring Managers, explores how leadership shapes customer and employee experiences across retail organisations through six workshops.

It introduces the principles of the modern experience economy and examines customer experience excellence, employee experience, internal customer service and organisational culture.

Learners will explore how leaders can evaluate and improve experiences through practical frameworks, diagnostic tools and emerging technologies.

Duration: 4 days (10:00–16:30)
Delivery: In-classroom, online or blended

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Learning Outcomes

On completion of this module, the learner will be able to:

1. **Discuss** key theories and frameworks associated with leadership.
2. **Describe** the fundamentals of the experience economy in its modern context.
3. **Examine** the key pillars of customer experience, including diagnostic tools to evaluate standards, identify improvement opportunities and prioritise action.
4. **Describe** the importance of employee experience, internal customer service and organisational culture.
5. **Review** emerging technologies used to evaluate and improve customer and employee experiences.

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Module Content Per Workshop

Topic	Indicative Content
Workshop 1: **Introduction to Leadership**	Leadership and management; leadership theories and styles; emotional intelligence; authentic and values-based leadership; values and vision; self-awareness; Gibbs and Kolb reflective frameworks; leadership reflection and case studies; vision statement activity.
Worksop 2: **The Experience Economy**	Definition and evolution of the experience economy; Pine and Gilmore's Four Realms of Experience; theatrical principles in business; value of experiences; experience versus service; transformational economy; storytelling; LEGO and Guinness case studies; customer experience touchpoints and metrics; organisational culture; empowering employees; designing impactful customer experiences.
Workshop 3: **Knowing Your Audience**	Target markets and segmentation; consumer behaviour; market research; customer feedback; customer experience measurement; customer personas; cultural intelligence; the role of customer experience in leadership; social listening; persona-building and case-study activities.

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Module Content Per Workshop

Topic	Indicative Content
Workshop 4: **Six Pillars of Customer Experience Excellence**	Customer experience fundamentals; six pillars of customer experience; brand loyalty; integrity and expectations; leading-company examples; Net Promoter Score (NPS); issue resolution; human connection and emotional drivers; measuring the six pillars; applying the pillars to real customer situations.
Workshop 5: **Employee Experience**	Employee experience fundamentals; internal customer service; organisational vision; investing in people and upskilling; human skills; innovative learning practices; employee wellbeing and recognition; safety and empowerment; building a safe-to-speak culture; peer-to-peer recognition activities.
Workshop 6: **Technologies for the Experience Economy**	Role of technology in the experience economy; technology-enhanced experiences; personal recommendation engines; AI, AR and VR; technology integration and automation; data and future trends; measuring and training in technology; technology and mental health; leadership in technology; challenges and barriers; action planning.

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Thank you.



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