Leadership in the Experience Economy Lesson Plan

Learning Outcomes

1. Discuss the key theories and frameworks associated with leadership.
2. Describe the key fundamentals of what we mean by the experience economy in its modern context.
3. Examine the key pillars associated with customer experience, integrating diagnostics which best measure standards of customer experience as a key element of improvement and where best to prioritise each key pillar in the customer experience.
4. Describe the importance of the employee experience and the concepts of internal customer service and company/organisational culture.
5. Review emerging technologies employed by organisations to evaluate and improve customer and employee experiences.

Target Audience

Existing and Aspiring Managers

Duration

4 Days (10am to 4:30pm)

Can be delivered in-classroom or online or a mixture of both

Day 1 Lesson Plan

Date	Topic / Workshop	Content
10:00 - 10:30	Introduction to Module	• Overview and Objective of Module • Module Assessment • Learner and Instructor Introductions • Quiz on level of understanding
10:30 - 11:00	Workshop 1 - Introduction to Leadership	**Slide Deck (slides 3 - 13) covering:** • Session objectives • Learning Journey • What is Leadership and Management
11:00 - 11:10	Workshop 1	**Slide 14 - Admired Leader Reflection exercise**
11:10 - 11:30	Workshop 1	**Slide Deck (slides 14 - 23) covering:** • Leadership Theories and styles • Activity reflecting on Leadership styles
11:30-11:50	**Tea / Coffee Break**	
11:50 – 12:00	Workshop 1 Activity	Slide 22 - Activity reflecting on Leadership styles
12:00 – 12:30	Workshop 1	**Slide Deck (slides 23 - 34) covering:** • Emotional Intelligence • Authentic and value based Leadership • Values and Vision
12:30 – 12:45	Workshop 1 -Case Study	**Slide 35 - Patagonia Hand out**
12:45 – 1:15	Workshop 1	**Slide Deck (slides 36 - 42) covering:** • Self-Awareness • Gibbs and Kolbs reflective frameworks
1:15-2:00	**Lunch Break**	
2:00-2:15	Discussion Activity	Slide 43 - Poor vs. Inspiring Leadership handout
2:15-3:00	Workshop 1 Summarise	**Slide Deck (slides 36 - 42) covering:** • Debrief and Summary • Reflection • Vision Statement Activity • Quiz on level of Understanding

3:00-3:30	Workshop 2 - The Experience Economy	**Slide Deck (slides 2 - 8) covering:** ● Introduction to the Experience Economy and definition ● Quiz on level of understanding ● Pine & Gilmore's Four Realms of Experience ● Self-reflection Activity
3:30-4:15	Workshop 2 - The Experience Economy	**Slide Deck (slides 9 - 24) covering:** ● The Experience Economy - The Evolved Model ● Theatrical Principles in Business ● The Value of Experiences ● Experience v Service ● The Transformational Economy
4:15-4:30	Review	**Review of the topics discussed on Day 1**

Day 2 Lesson Plan

Date	Topic / Workshop	Content
10:00 – 10:20	Workshop 2 - The Experience Economy	**Slide Deck (slides 25-30) covering:** ● Storytelling
10:20 – 10:50	Workshop 2 - The Experience Economy	**Slide 31 - Lego Case study** **Slide 32 - Guinness Case Study**
10:50 – 11:20	Workshop 2 - The Experience Economy	**Slide Deck (slides 33 - 36) covering:** ● Customer Experience Touchpoints ● Metrics for Experience Success ● Practical Takeaways
11:20-11:30	Workshop 2 Activity	**Slide 37 Designing Moments of Impact**
11:30-11:50	**Tea / Coffee Break**	
11:50 – 12:30	Workshop 2 - The Experience Economy	**Slide Deck (slides 38 - 50) covering:** ● Culture ● Empowering Employees ● Challenges ● Practical Takeaways ● Slide 46 Group Activity - Design a Branded Customer Experience

		• Summary & Reflection • Quiz on level of Understanding
12:30 – 1:00	Workshop 3: Knowing your Audience	**Slide Deck (slides 2 - 13) covering:** • Objectives • Quiz on level of understanding • Target Markets/Segmentation Strategy
1:00 – 1:15	Workshop 3 Discussion	**Slide 14 -** The Retail Riddle - Why people buy differently
1:15-2:00	**Lunch Break**	
2:00-2:30	Workshop 3: Knowing your Audience	**Slide Deck (slides 15 - 27) covering:** • Market Research • What's coming next? • Why measure CE? • Customer Feedback
2:30-2:40	Workshop 3 Discussion	**Slide 28 -** Reflection Prompt and Discussion on CX measurement.
2:40-2:50	Workshop 3: Knowing your Audience	**Slide Deck (slides 29 - 31) covering:** • Customer Personas • What's coming next? • Why measure CE? • Customer Feedback
2:50 - 3:00	Workshop 3 Exercise	Slide 32 - In pairs or groups, create your own personas
3:00-3:20	Workshop 3: Knowing your Audience	**Slide Deck (slides 33 - 41) covering:** • Cultural Intelligence • Core Roles of CX in Leadership • Why measure CE? • Customer Feedback
3:20-3:35	Workshop 3 Activity	**Slide 42 -The Silent Shopper Case Study**
3:35-3:45	Workshop 3: Knowing your Audience	**Slide Deck (slides 43 - 45) covering:** • Social Listening
3:45-4:15	Workshop 3 Discussion	**Slide 46 -Reflection Discussion**
4:15-4:30	Review	**Review of the topics discussed on Day 2**

Day 3 Lesson Plan

Date	Topic / Workshop	Content
10:00 – 10:30	Workshop 4: 6 Pillars of Customer Experience Excellence	**Slide Deck (slides 2 - 12) covering:** • Objectives • Quiz on level of understanding • What is CX • 6 Pillars • Brand Loyalty
10:30-10:45	Workshop 4 Discussion	**Slide 12 - Amazon and Ritz Carlton Comparison**
10:45-11:20	Workshop 4: Case Study	**Slide Deck (slides 14 - 31) covering:** • Integrity & Expectations • Examples of best in class Companies • Net Promoter Score • Resolution
11:20-11:30	Workshop 4 Discussion	**Slide 32 - Empowering staff to resolve issues at source (see handout)**
11:30-11:50	**Tea / Coffee Break**	
11:50 – 12:45	Workshop 4: 6 Pillars of Customer Experience Excellence	**Slide Deck (slides 33 - 63) covering:** • Human Connection • Emotional Drivers • Applying 6 Pillars in Prectice • Measurement of 6 Pillars
12:45-1:00	Workshop 4 Activity	• **Slide 64 -Using the Six Pillars - discuss in your group how you would apply each of these to real customer situations or issues**
1:00-1:15	Workshop 4 review	**Slide Deck (slides 64 - 66) covering:** • Reflection and Key Takeaways • Quiz on level of understanding
1:15-2:00	**Lunch Break**	
2:00 – 2:15	Workshop 5: Employee Experience	**Slide Deck (slides 2 - 4) covering:** • Objectives • Quiz on level of understanding • What is Employee Experience • Internal Customer Service
2:15-2:30	Workshop 5 Discussion	• **Slide 5 - Employee Experience Reflection & Discussion**

2:30-2:45	Workshop 5: Employee Experience	**Slide Deck (slides 6 - 23) covering:** ● Internal Customer Service
2:45-3:00	Workshop 5 Activity	**Slide 24 - Group Discussion - The Importance of a Clear Vision**
3:00-3:20	Workshop 5: Employee Experience	**Slide Deck (slides 25 - 30) covering:** ● Investing in People ● Upskilling ● Activity - Human Skills
3:20-3:40	Workshop 5: Employee Experience	**Slide Deck (slides 31 - 44) covering:** ● Innovative Learning Practices ● Wellbeing ● Recognition
3:40-4:00	Workshop 5 Activity	**Slide 45 - Designing a Peer-to-Peer Recognition Scheme for Employee Experience**
4:00-4:15	Workshop 5: Employee Experience	**Slide Deck (slides 46 - 48) covering:** ● Safety and Empowerment ● Activity: Practical Steps to Build a Safe-to-Speak Culture
4:00-4:15	Workshop 5 Round-up	**Slide Deck (slides 49 - 53) covering:** ● Safety and Empowerment ● Activity: Practical Steps to Build a Safe-to-Speak Culture
4:15–4.30	Review	**Review of the topics discussed on Day 4**

Day 4 Lesson Plan

Date	Topic / Workshop	Content
10:00 – 10.30	Workshop 6: Technologies for the Experience Economy	**Slide Deck (slides 2 - 4) covering:** • Objectives • Quiz on level of understanding • Introduction • Opening Discussion Activity
10:30-10:45	Workshop 6: Technologies for the Experience Economy	**Slide Deck (slides 5 - 14) covering:** • Technology in Experience Economy • Activity - Experience Enhancement Through Technology
10:45-11:30	Workshop 6: Technologies for the Experience Economy	**Slide Deck (slides 15 - 32) covering:** • Personal Recommendations Engine • AI/AR/VR • Technology Integration • Automation
11:30-11:50	**Tea / Coffee Break**	
11:50-12:30	Workshop 6: Technologies for the Experience Economy	**Slide Deck (slides 33 - 46) covering:** • Data • Future Trends • Measuring anf Training in Tech
12:30-12:50	Workshop 6 Activity	Slide 47 - Technology and Mental Health Activity
12:50-1:15	Workshop 6: Technologies for the Experience Economy and activity	**Slide Deck (slides 48 - 54) covering:** • Role of Leadership in Tech • Challenges and Barriers • slide 52 Action Planning Activity (Participant Engagement) • Key Takeaways
1:15-2:00	**Lunch Break**	
2:00-4:00		**Industry Guest Speaker**
4:00-4.30	Module Review and Feedback	Learners complete a feedback Questionnaire and provide improvement ideas for module