



Distinguish Yourself: Become a Customer IMPACT Qualified Professional

Date tbd 2017 in Heidelberg

Intense 1.5-day workshop with certificate upon completion

Help your clients develop customer strategies – from their customers’ perspective!

The Customer IMPACT Agenda differs from other customer strategy and journey mapping methodologies in that it always takes the (end) customer’s perspective – not necessarily that of your client! It can be completed quickly (days not weeks) because it involves the client’s own employees. Over the past 10 years, this highly-regarded approach has been accepted as an effective business change tool. Although the methodology is clearly laid out in Phil Winter’s book, *Customer IMPACT Agenda*, you may need more to guide *your clients* efficiently through the process of identifying valid decision cycles, journey maps, milestones and touchpoints *for their customers*.

This workshop not only teaches the methodology but also imparts valuable tips, tricks and best practices from Phil’s substantial experience. The target audience is exclusively consultants who already have the background to quickly assimilate and use the presented material and concepts.

The methodology is presented at several different levels:

- ⇒ **Personal:** take part as your client would in a fast-tracked version of a Customer IMPACT workshop run by Phil Winters. Allows you to experience the same kinds of “aha!” moments felt by over 3400 workshop attendees in similar workshops.
- ⇒ **Meta:** view the workshop as an ‘outsider’ and see what goes on behind the scenes to achieve results. Best practices collected by Phil over the past decade help you run future workshops with confidence.
- ⇒ **Concrete:** bring your own (anonymous) case study for Phil to do a fast, on-the-spot customer journey map for you and participate in the others’ case studies and discussions. A great way of seeing the approach applied flexibly in practice.
- ⇒ **Theoretical:** explore ways to expand the workshop for other hot topics, including digitalization, customer intelligence and analytics, mobile, IoT and others
- ⇒ **Your business:** learn to position, sell and gain commitment for the workshop. Access to well-defined and attractive deliverables templates not only make it easier for you to run a workshop but also ensure you provide a quality product for your clients.

Upon successful completion of the workshop, **participants are certified by Phil Winters as a Customer IMPACT Qualified Professional** and may use the Customer IMPACT Qualified logo and description to promote their own workshops.

Also included in this package is a **2-hour, one-on-one coaching session at a later date** to help you prepare for a Customer IMPACT workshop of your own.

Workshop Day 1: Introduction

On the first day, which starts with LUNCH, participants are introduced to the IMPACT™ Agenda® concept and guided through the process of identifying and visualizing a customer decision cycle.

- ⇒ Introduction to the customer perspective and the IMPACT™ Agenda® concept
- ⇒ Interactively define and visualize a purchase decision cycle from the customer's perspective (We will do this as a group – just as in a real workshop – focusing on customers that may need consulting services like ours, an ideal BtoB example)
- ⇒ Identify milestones and key task owners (necessary for BtoB) and finish creating a customer journey map from the customer's perspective

Workshop Day 2: Behind the Scenes

On the second day, the methodology is deconstructed to make the principles maximally understandable to participants. Besides practical tips and tricks for smooth workshop flow, approaches for selling the workshop to clients and the creation of high-value deliverables, together we will choose a generic topic as a lens for more intense learning:

- ⇒ Syncing the client's business focus and the customer perspective
- ⇒ Preparing for different types of customer journeys: new/existing, cross/upsell/retain, marketing/sales/service, multiple and branched.
- ⇒ Expanding and tailoring the workshop for one of: touchpoint identification, prioritizing touchpoints, touchpoint choreography, data discovery and identification, configuring a CRM, digital, web redesign, content creation, (re-)using existing work, etc.

Interactive reinforcement of learnings: “Speed-mapping” of your case study

In a special interactive session in which each attendee offers a description of one client, Phil will “speed map” a customer journey for that client and then discuss with the group what to be aware of for that particular situation. *Please be prepared to provide one anonymous case study from your own practice for speed-mapping during the workshop!*

Certification as a Customer IMPACT™ Qualified Professional

After successful completion of the workshop, each consultant receives a certificate entitling him/her to:

- ⇒ Use of the term “Customer IMPACT Qualified Professional” in marketing content
- ⇒ Listing on Phil Winters’s website as a qualified professional
- ⇒ Use of the special Customer IMPACT Qualified logo on all correspondence
- ⇒ Access to Phil Winters’s original workshop material
- ⇒ Regular updates on the latest best practices
- ⇒ 25% Discount on Phil Winters’s books



Bridging the Gap between Theory and Practice: One-on-One Coaching from Phil Winters

We all know the path to expertise: see one, do one! Phil provides a 2-hour coaching service that supports the Customer IMPACT Qualified Professionals whom he has trained.

Before a workshop with a client, Phil can review the client with you, pointing out any best practices that can help you run a more successful workshop – and make you aware of potential pitfalls. Before you deliver final documents to your client, Phil can also review the results and give tips on not only how to make the deliverables even better but also possibly create follow-on opportunities for you.

What’s included in the one-on-one coaching session?

- ⇒ Discussion of your client’s issue and situation
- ⇒ Discussion of best practices and use cases that you can use during the workshop, as well as potential pitfalls to avoid
- ⇒ Review of deliverables
- ⇒ Directions to pursue for soliciting follow-up work from the same client

Naturally, Phil does all of this under NDA – client names, issues and customer journey maps are never shared with anyone else. This popular service costs €600.

One session of one-on-one coaching is included in the course fees for this certification workshop.

Informationen

This workshop is **led by Phil Winters**, author of the book **Customer IMPACT™ Agenda®: Doing Business from the Customer's Perspective**. A pioneer in developing approaches to help organizations raise customer value and increase loyalty by delivering outstanding customer experience, Phil Winters draws on 30+ years' experience working with some 300 companies and over 3400 individuals worldwide defining customer strategies to grow their businesses. He is an independent business advisor, a sought-after keynote lecturer and a highly effective moderator of customer perspective workshops.



Schedule

Day 1	12:00	Lunch, get-together
	13:00	Workshop begins
	18:00	(approx.) End of Day 1
	19:00	Joint dinner
Day 2	9:00	Workshop begins
	17:00	(approx.) End of Day 2

Coffee breaks will be scheduled throughout the two workshop days

Target audience

This workshop has been tailored for consultants directly involved in setting and executing customer (sales/marketing) strategy, including C-level and mid-management marketers, CRM specialists, Social Media specialists, directors of call- or customer service centers, business development managers. **Maximum group size: 12 persons.**

Date

Date to be confirmed

Location

Location to be confirmed

Questions? Please contact us!

Contact

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Participation Fees and Registration to the Workshop

The participation fee of € 2,800 per person includes all documentation and onsite hospitality during the workshop (lunch, soft drinks and other refreshments during the coffee breaks as well as a special evening event).

It also includes official Customer IMPACT certification as well as the right to use the Customer IMPACT Qualified logo, access to all current and future workshop material, exclusive IMPACT Qualified Professionals updates sent occasionally by Phil and one free session of Customer Perspective Project one-on-one coaching.

Cancellation policy: Participation fee is fully refundable if cancelled in writing at least 14 days before the first day of the workshop. No refund for no-shows. The right to participate on behalf of a registered attendee is transferrable to another person.

All prices are exclusive of German VAT (19%). Payment is due upon receipt of invoice after registration.

Data privacy policy: In compliance with German data privacy laws, CIAgenda will use the personal registration data you provide here strictly for the purpose of fulfilling the requested services. In addition, we occasionally inform our customers by email of additional workshops or upcoming keynotes at events. CIAgenda does not share its customer data with third parties. At any time, you may revoke your consent for the further use of your personal data by sending an email to info@CIAgenda.com or by replying with that mandate to any email you receive from us.

Registration to the Workshop Taking Place on: [tbc]

CIAgenda

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