

Power of the Experience



Exercise to engage and remind employees why it is important to focus on the company experience

Instructions

1. Review the values, behaviors, mission, purpose, etc., that make up the company experience.
2. Imagine if every person in the organization understood and shared a mindset to deliver the company experience every day.
3. Ask yourself: If everyone consistently lived the brand (the customer experience) every day, what would be the impact on you, your customers, and the organization as a whole? (Complete the table below.)

You (*Example: "I would be more likely to get the support I need from others."*)

Your customers (*Example: "Customers would get the same message and great service regardless of which employee they interact with."*)

Your organization as a whole (*Example: "We would save time and be more productive by doing things right the first time."*)