



# REVERSE BLUEPRINT WORKSHOP

## Defining a common North



### WHY is this relevant

A Reverse Blueprint creates 1 common North, 1 direction based upon which a transition can be led. During this workshop, we will guide you to determining the foundation for your Blueprint. This Blueprint will become the DNA document for all next steps in the Reverse journey.



### WHO is the target audience

Initially, your core Leadership team(s). However, we recommend enriching the outcome of this workshop by inviting stakeholders from within your broader organization during one or more Enriching Blueprint workshops.



### WHAT is the main (learning) objective

You will build alignment on one common North with Why, Who, How and What of your brand as well as the intended (internal & external) experience, optimal behavior/ interaction, stimulating working climate and optimal leadership in key words.



### WHAT is the main deliverable

A Reverse Blueprint, which serves as a compass for (CX/GX) strategy development and implementation.



### HOW does the program look

- Welcome and introduction
- The purpose of purpose
- How engagement drives experience and the experience is the marketing
- Experience Game Changers
- Introduction to Reverse Thinking (philosophy and model)
- The Experience Blueprint
- Definition of Purpose (Why), Desired Identity (Who) and Essence of Delivery (How & What) – through interactive assignments and discussions
- Definition of Intended Customer Experience, Optimal Staff Behavior/ Interaction, Optimal Working Climate and Optimal Leadership – through ditto
- Wrap-up and next steps

*Including 2 energy breaks and bio lunch*



### DURATION

1 Day



### GROUP SIZE

Up to 20 participants (for 1 facilitator)