



# ENRICHING REVERSE BLUEPRINT WORKSHOP

## Building a common North coalition



### WHY is this relevant

By involving other stakeholders in the design of your Blueprint, the definitions get better and by being involved, the engagement and ownership increase massively.

As a result, you will have a common North, with stronger alignment.



### WHO is the target audience

Leaders and star performing co-workers throughout the organization.

As well as other stakeholders from within (or outside) your organization.



### WHAT is the main (learning) objective

You will build a broad 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. Supported by main stakeholders.



### HOW does the program look

The program will be similar to the initial Reverse Blueprint workshop. The outcome of the initial workshop with the core Leadership Team will be shared where relevant (after participants have defined their own outcomes).

- 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)