

Proto's Growth-Driven-Design System

Clarity			Confidence			Conviction			
Define	Discover	Map	Synthesise	Design	Align	Implement	Mobilise	Measure	Sustain
Definition Meeting	Review existing research	Customer Understanding	Customer Journey	Solution Interviews	Key Themes	Key Findings/ Detailed Insights	Develop Business Case	Track Progress	CX Training
Kick off Workshop	Best Practice	Business Understanding	Employee Journey	Customer Workshops	Key Touchpoints	Customer Strategy	Board/Leadership Approval	VoC Programs	Sharing CX Insights
Business Growth Drivers	Stakeholder Interviews	Initial Insights	Articulate Customer Expectations	Customer Validation	Desired Customer Experience	Customer Value Proposition	Link Customer KPI's/KRA's	6 month Review	Communication
Target Value Proposition	Staff Interviews	Current Gaps	Visceral Needs	Prototypes	Desired Employee Experience	Presentation	Functional Chart	Metrics Scoreboard	Embedding Customer Culture
Problem Definition	Customer Interviews	Jobs to be Done	Co-creation Workshops	Prioritise Initiatives	Identify Quick Wins	Designed Initiatives	Define Resp. & Accountabilities	Closed Loop Feedback	Roles & Responsibilities
Outcomes Presentation	Net Promoter	Need States	Business Enablers	Prioritised Product /Service Features	Organisational Buy In	Defined Future State	Service Blueprints	Continuous Improvement	Recruitment
Growth Roadmap	Call Jacking	Moments of Truth			Organisational Confidence	Target Operating Model	Develop Project Plan		Onboarding
	Immersion	Business Alignment					Pilots		Recognise Customer Champs
	Shadowing	Leadership Buy-in							