



Experiment 5

Create an Alignment Map

Customer experience projects work best when they align with internal priorities and in-progress initiatives. Take an afternoon to make a “mind map” with several close

colleagues. Explore what a customer experience project or perspective might add to your existing activities.

STEPS

1

Using sticky notes, start by writing down strategic priorities and goals. Then, in another color, add existing initiatives. Mark the notes that contain initiatives that cross-cut your organization (e.g., those that span human resources, corporate social responsibility, etc.).

2

Reflect on and write down names of senior managers who are particularly receptive to innovative ideas or have championed new approaches within your organization. Also, note employees at every level who show an appetite for innovative ideas and are naturally customer-centric in their work.

3

Step back and reflect on your map. Identify ways a customer experience perspective could add value or connect these existing people, projects, and priorities. If clear opportunities arise, begin a dialogue with these leaders. Save the map or documentation from activities to ground future work.

TIME

1-2 hours

ROLES

1 facilitator

MATERIALS

Sticky notes
frog **Collective Action Toolkit: knowledge fest tool**

USE IT WHEN

- You want to define strategic internal collaborations for your project
- You want to create the case for customer experience investment or define your opportunity brief

USE IT TO

- Align efforts and build efficiencies between teams
- Identify potential collaborative projects between teams
- Create a map of who you need internal buy-in from, and who'll be an ally

“No organization is static, it’s running. The best way to ensure ownership is to align with current initiatives.” Janalakshmi employee, India