

Starts on April 9, 2024

# CX LEADERSHIP MASTERMINDS

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*A six-month-long intensive  
online program for  
today's CX Leaders*



Nienke Bloem



# CX Leadership Masterminds

**An organization demands a lot from you. This requires better leadership and more focus on Customer Experience Management. How do you make that happen?**

- How do you show your successes?
- How do you grow towards being a real CX authority?
- How do you focus on transformation?
- How do you involve the leaders and your colleagues?
- How do you put Customer Experience Management into practice?
- Which CX choices are best to make right now?
- How do you go from thinking to acting?

Because of everyday humdrum, it's sometimes hard to focus on what you really should be doing: focusing on Customer Experience Management. Without a focus on Customer Experience Management, an organization will never excel. Everyone wants something from you and before you know it, you're mainly concerned with unimportant matters and moving further and further away from your own goals.

Regardless of whether you work in a commercial or non-profit organization, how do you, as a CX leader, achieve the best results within your organization? *By taking care of your CX transformation yourself.*

## **Focus on Customer Experience Management**

An organization demands a lot from you. This requires better leadership and more focus on Customer Experience Management. How do you make that happen? That's why the CX Leadership Masterminds was put together for today's CX Leaders.

## **CX Leadership Masterminds**

Nienke Bloem teaches you and an exclusive group of colleagues how to grasp and develop your CX leadership even better. You will also learn how to make the best use of Customer Experience Management in your organization. We go from theory to practice.

Go for your next level in your CX leadership and professional expertise, and let the best help you!



# What does the program bring you?

## 1. Leadership - *you as a leader*

### Solid leader

What are the skills you need to develop to become a really strong CX leader? What do you need to work on to claim your authority?

### More fun

If you know exactly what you need to work on and you see that you can take those steps, you will (re)experience more fun in your role as CX Leader!

### Real engagement

How do things work in your organization? Who do you need? You will learn who is best to involve and how to get these people into action.

### Proud of yourself

Do you see all the steps you're taking? Do you see what your contribution brings to the organization? Count your successes and be proud of them.

## 2. CX Management - *CX for your organization*

### Goal-oriented

CX is successful when you have CX goals, connected to those of your organization. This is how you can make your successes measurable!

### Share your result

How do you ensure that the rest of the organization also sees the importance of CX? I'll show you how to make your CX results transparent and how you can share them.

### Result-oriented

You will work out a number of CX scenarios and get to work with them. No more distractions: apply the CX theory in practice.

### Frame your story

A solid CX strategy and story magnifies enthusiasm! We will improve it so that it will really resonate with your peers and colleagues, involving them as you go along.

***“The careful selection of a small number of participants with the same level of expertise ensures good discussions, new insights and challenges... and for me personally, growth.”***

*Bram Drewes*

*Director Customer Experience Management  
at Vattenfall and*

*winner of the Best International CX Team B2C award*





# What does the CX Leadership Masterminds look like?

## Exclusive group

We meet as a group during five two-hour online sessions and two live sessions. In addition, you will receive two 1-on-1 CX Mentoring sessions from me personally.

## For whom?

For everyone with an independent role as CX professional and working in that role at a company or organization. Or you have fewer years of experience but you did follow our CX Masterclass.

## Your investment

Your investment for this CX Leadership Masterminds is, first of all, a healthy amount of enthusiasm. You have the drive to become the best in your field. In euros, your investment is € 5,150. If you decide quickly and register before March 1, 2024, you will pay the early bird rate of only € 4,450. All amounts mentioned are exclusive of 21% VAT.

## Data

The next edition of the CX Leadership Masterminds starts on April 9, 2024. An overview of all data:

- 9 April (kick-off)
- 14 May
- 4 June
- 2 July (live, full day)
- 3 September
- 8 October
- 12 November – the finale! (live, afternoon)

Times of all *online* sessions are from 2:00 PM to 4:30 PM (Netherlands, Amsterdam time). You can follow the online sessions anywhere, as long as you have internet access.

## From thinking to acting

You have plenty of ideas and theoretical knowledge. Now what are you actually going to do? Which CX framework pillars will you use? Which methodologies are you ready to apply? I challenge you to start experimenting and get out of your comfort zone. I know you've got more in you than you're showing!

## Learn from your fellow peers

We keep each other accountable and challenge each other to take steps. We will let you know what you need to work on to get your CX leadership. You will receive preparation assignments and continuous doses of inspiration and energy! You can be sure that you will learn a lot from me, as well as your CX colleagues!



**“The most important deliverable of the CX Leadership Masterminds is your CX Story. I have witnessed so many CX leaders who just have a powerpoint to engage others. Without a good story line, a not good enough CX Strategy and no clear call-to-action. In the Masterminds we will craft this together and you get to practice. Scary? YES. Rewarding? Even more YES. I promise to help you spice up your leadership and bring out the best CX leader you can be.”**

*Nienke Bloem*

## **PARTICIPATE?**

Do you want to participate in the CX Leadership Masterminds that starts on April 9? Send an email to Nienke Bloem. You will receive an invitation for an online intake interview within two working days. Feel free to call or email her if you have any questions. Or send me an email to plan your intake, by clicking this button!

[Send me an email to plan your intake](#)

✉ [nienke@nienkebloem.nl](mailto:nienke@nienkebloem.nl)

☎ +31 (0)6 2221 6210



***"You learn not to be a CX Manager, but a CX Leader. You will finetune your role and get insights because you share your challenges. Nienke will also give you some challenges, and your fellow participants will give you some too. You can also observe how they deal with their CX challenges, which is very inspiring. For example, Nienke has given me questions I can ask my stakeholders to ensure that they think, act and decide from a customer perspective in their daily practice. This has enabled me to really set them in motion. So I advise you to participate. Have lots of fun, and good luck!"***

*Judy Wisselaar  
Customer Experience Manager at Interpolis*