

September 16 - 19, 2024

# CX LEADERSHIP RETREAT

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*A 4-day intensive program  
for today's CX Leaders in Bali*

*Practitioner edition*



Nienke Bloem



# CX Leadership Retreat

*September 16 - 19, 2024 | Bali, Indonesia*

**An organization demands a lot from you. This requires from you to spice up your leadership and focus more on delivering CX results. How do you make that happen? In my opinion, you need to:**

- Engaging leaders strategically in CX
- Grow your positional and relational CX authority (both inside and outside the organization)
- Share your CX vision and story in such a way, it resonates with your audience and have them act
- Be inspiring when it comes to the future of CX
- Have a long-term CX roadmap that aligns with the organization's strategy
- Choose your CX projects wisely to make customer-centric change scalable

Because of everyday humdrum, it's sometimes hard to focus on what you really should be doing: focusing on Customer Experience Management and how to lead the change.

Regardless of the circumstances, how do you achieve the best results as a CX leader within your organization? By taking care of your CX transformation yourself. You need time to build a strategic approach to engage the organization and deliver results.

## **CX Leadership Retreat**

Do you recognize this and want to work together on those topics with a group of experienced CX leaders? To dive deeper in our exciting (and sometimes frightening) craft of Customer Experience Management?

That's exactly what you can expect from the CX Leadership Retreat. In four days, you will dive deeper into Customer Experience Management and your Customer Experience Leadership Development. During this intensive retreat, you will reflect, learn and above all grow. We go from theory to practice.

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

# What does the CX Leadership Retreat bring you?



## Customer Experience Leadership

*Spice up your leadership!*

### Grow your CX authority

We'll explore leadership and how to develop your personal, positional and relational authority (based on Harvard Business School models). You'll discover your strengths and weaknesses in your leadership approach. For example in your self-confidence, communication style and strategic thinking. You'll discover your growth potential and get to work right away.

### Self-confidence

The last five years, I found out that many CX peers doubt themselves and that it is all about how you look at yourself. Do you think YOU are a CX authority? By using a different set of lenses, you'll reflect and learn. You will learn how to claim your position as a CX leader from a future state of self. Not Have-Do-Be but Be-Do-Have.

### Future led leadership

You are the sole leader when it comes to CX in your organization or as an entrepreneur. You need to be aware of CX and future trends. We examine these trends (from technology to AI to changing customer needs) and translate them into your CX leadership practice.

### Leadership engagement

If you want to level up, you need to work with the highest ranks within the organization. You need to have a strategic approach towards leadership engagement. Not just at an individual level, but also a broader customer-centric leadership approach. Build your engagement strategy and engage those who make decisions and who have the funds.

### Be proud of yourself

See how far you've come! See all the steps you've already taken. It's time for some appreciation (learn from your CX peers), count your successes and be proud of them.



# The Future of Customer Centric Transformation



## Meet Ian Golding CCXP RTP

*Your guest lecturer*

Most organisations around the world are aspiring to deliver sustainable growth. In a rapidly changing world, beset by constant challenges (pandemics, economic, conflict etc.), the need to constantly adapt to 'stay on course' for growth is more important than ever before. Transformation is required when 'business as usual' is no longer enough. Ian will encourage you to explore what is meant by customer centric transformation and why it is so important for your organisation, before explaining how to manage and deliver it. The session will be highly interactive, utilising a change methodology pioneered by General Electric.

- What do we mean by customer centric transformation and why is it important to understand?
- How should organisations be managing and delivering transformation/change?
- Introduction to a methodology to enable effective change - CAP (the Change Acceleration Process)

### Biography

Ian Golding is a highly influential freelance Customer Experience consultant, and advises global leading companies on Customer Experience strategy, measurement, improvement and employee advocacy techniques and solutions. He has worked across multiple industries in over 55 countries around the world. An internationally renowned speaker and blogger on the subject of customer experience and he served on the inaugural board of Directors of the CXPA (Customer Experience Professionals Association).

In 2014, Ian officially became a Certified Customer Experience Professional and in August 2015, Ian became the first person to become an Authorised Resource and Training Provider for the CCXP accreditation. He is the Chairman and Host of the International, US, Gulf, European and UK Customer Experience Awards among others and his first book, 'Customer What, the honest and practical guide to customer experience' was published in April 2018.

He will give you high value and brilliant insights on Customer Centric Transformations during the CX Leadership Retreat 2024 in Bali.



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## Customer Experience Management

### *Organizational results in customer experience*

#### True BHAG's (Big Hairy Audacious Goals)

CX is successful when you have some truly aspiring CX BHAGS. Those Big Hairy Audacious Goals that are both inspiring and frightening. That showcase your CX vision and generate excitement, and of course are y connected to your organization's vision. Translated into true measurable CX goals (quantitative and qualitative).

#### Result-oriented

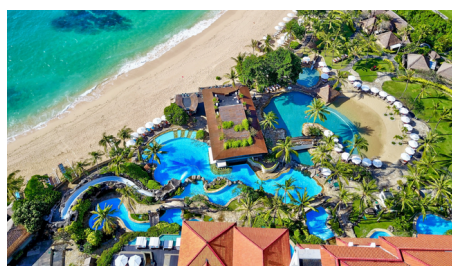
During these four days in Bali, we work on at least two CX scenarios for indirect and direct results. We apply our theories of Customer Experience Management in practice. To make sure you are ready for 2025 and have a plan A and B to deliver results. During our accountability meetups and mentor calls afterwards, you can reflect on your experiments and steer towards results.

#### Frame your story

A solid CX strategy and CX story magnify enthusiasm! I found out during my CX leadership courses over the past few years that many CX leaders think they have a great CX story, but... many of them don't. They are often too theoretical, miss an overarching story and lack a concrete call to action. During the retreat, you will build your CX story and present it live in Bali. To get feedback from me as your CX mentor and from your CX peers. We will improve it in such a way that it will really resonate in your organization, involving them as you go along.

#### Share your results

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, how to share them, and how to engage all in your organization. This involves a long-term vision on communication and a scalable format. You'll find your ideal way of communicating and have a framework that makes you and your CX results visible.



# About the CX Leadership Retreat

## Exclusive group of participants

First, we meet as a group during the four-day Leadership Retreat in Bali. These will be intensive days, where we mix theory and practice and you will have private time to work on your CX story, for example. Also expect prework, to come fully prepared to the retreat. After the retreat, we'll have three online CX meetups where you can ask all your questions (and share your successes of course), and you'll have two 1-on-1 CX mentoring sessions from me personally.

## For whom?

CX leaders: people with a clear CX role in an organization with years of leadership experience. Leaders who want to have more impact. Who want to reflect and grow into the CX authority they deserve to be. Please note that there is room for one CX professional per organization.

## From strategy to action

Of course, you have plenty of ideas and theoretical knowledge. But what is your strategy for taking action? What results need to be delivered and when? Which CX framework pillars will you use? What methodologies are you ready to apply? I challenge you to start experimenting and step out of your comfort zone. I know you've got more in you than you're showing!

## Learn from your fellow peers

We will keep each other accountable and challenge each other to take action. You'll perform your CX story and know that you'll learn a lot from me, as well as from your fellow CX peers!

## Your investment

Your investment for this CX Leadership Retreat in Bali is first and foremost a healthy dose of enthusiasm. You have the drive to become the best in your field. In euros, your investment is €5,900 (excl. 21% VAT). This price includes three nights' accommodation during the Retreat and all meals we have as a group (breakfast, lunch and dinner). Loose drinks and your individual treats at the hotel are at your own expense, as is your travel to and from Bali and to and from the airport.

## Data & location

The CX Leadership Retreat for CX Practitioners starts on September 16, 2024 at 1:30 PM. The retreat ends on September 19 at 4 PM. Location: the [Hilton Bali Resort](#), Bali, Indonesia.

***"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*

*"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

## JOIN THE CX LEADERSHIP RETREAT?

Do you want to participate in the CX Leadership Retreat from September 16 until 19, 2024? Just book your intake directly, by clicking this button!



Any questions? Please contact us:

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

☎ +31 (0)6 2221 6210

[Book your online intake](#)

*"The most important deliverable of the CX Leadership Retreat 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. During this retreat 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



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