

# REFLECTION 2025

## for the CX leader

### Your CX Leadership reflection questions for 2025

These are the questions I used in my podcast. And I know some people love to listen and reflect. Also some love to use a list. So here you go!

Take some serious time to reflect, use a journal or your laptop. Sit down and GO.

Just a little tip. You could use these together with an AI tool, where you talk to for example ChatGPT or CoPilot and then use it to summarize.

The only downside to that, is that the learning is just a little less deep. But hey, you are a grownup!

Here you go. Five segments and a total of 44 CX leadership reflection questions (and yes, feel free to also listen to the podcast, click [here](#) for the link).



# REFLECTION 2025

## for the CX leader

### Segment 1: Impact and results

1. What metrics mattered most in 2025? (NPS, CES, CSAT, churn, revenue, etc.)
2. How did these metrics evolve throughout the year, and were you satisfied with the results?
3. Which CX projects did you lead or support?
4. What outcomes did those projects deliver, for customers, for the business, or for employees?
5. Did you use benefit tracking? What did it reveal about the effectiveness of your initiatives?
6. How many colleagues, teams, or departments did your work positively impact?
7. What would you highlight as your proudest result, and why?
8. Can you summarize your year with 2 or 3 clear STAR stories? (Situation, Task, Action, Result)

### Segment 2: Strategy, vision and purpose

9. Was your CX strategy in 2025 aligned with your company's long-term vision?
10. Did you help create urgency for customer experience across the organization?
11. Were you included in strategic discussions? What was your influence?



# REFLECTION 2025

## for the CX leader

12. In what ways did your CX work contribute to your company's broader purpose?

13. Did you improve or scale key CX methods like journey mapping, feedback loops, or service design?

14. What would you keep, and what would you reinvent in your CX strategy if you could go back?

### Segment 3: Engagement and cultural change

15. How did you engage senior leadership in CX this year?

16. Did leaders actively join customer-centric initiatives (e.g. listening sessions, visits, CX reviews)?

17. Did you take bold action to involve senior leadership, or hold back? Score yourself 1–5.

18. How did your team perform this year, and what made you proud?

19. What worked well in collaborating across departments, and what didn't?

20. Did you actively involve customers in your work (research, journey validation, co-creation)?

21. Did you close the loop on feedback in a meaningful and visible way?

22. What ambassador programs or cultural rituals did you initiate to grow CX awareness?



# REFLECTION 2025

## for the CX leader

### Segment 4: Personal growth and development

23. How have you grown in your confidence and clarity as a CX leader?
24. Where did you stretch beyond your comfort zone and what did you learn from that?
25. What did you learn about CX and leadership in 2025, through experience or education?
26. Did you grow your CX authority, expand your network, or receive any recognition?
27. Did you invest in learning about AI or digital innovation and did you use your education budget?
28. Did you stay close to customers? Did you share their stories and insights across the organization?
29. Did you inspire others, through blogs, presentations, events, or internal leadership moments?
30. Are you satisfied with your compensation and financial growth this year?

### Segment 5: Work-life balance and well-being

31. How would you describe your overall energy in 2025, overwhelmed, balanced, or underchallenged?
32. What were your main sources of stress, and how did you handle them?



# REFLECTION 2025

## for the CX leader

33. Did you maintain a growth mindset, or did you catch yourself in fixed patterns?

34. Did you dedicate enough time to your personal life, friends, family, passions?

35. What inspired you this year, podcasts, books, art, moments, or people?

36. How did you prioritize your health: sleep, food, movement, mindfulness?

### **Bonus segment:**

### **The story of your year – Short fun reflective questions 😊**

37. What was a truly proud moment in 2025?

38. Who gave you the most energy this year (inside and outside your organization)?

39. What was your biggest challenge?

40. What was the most fun you had?

41. What client story of 2025 sticks with you the most?

42. What choice or decision are you most proud of?

43. What is your biggest learning from this year?

44. If 2025 were a movie, what would the title be?



# REFLECTION 2025 - THE AI PROMPT

## What will your movie title be?

If you have all your answers, whether written or spoken to your AI tool, now use this prompt to create the *Movie title of your 2025 CX leadership year*:

"I am a CX Leader working in a large organization. I've just completed a deep reflection on 2025 across five areas: my impact & results, CX strategy, cultural engagement, personal leadership growth, and well-being.

I want to look at the story I've lived this year, not just the goals I met, but the growth I experienced, the risks I took, the lessons I learned, and the people I helped.

Please help me turn that journey into a story.

1. Reflect on my year as if it were a movie: a bold, inspiring, personal film about CX leadership in action.
2. Generate three powerful and creative movie title options that capture the essence of my 2025. The titles can be bold, visionary, playful, or poetic. As long as they reflect me as a leader.
3. For each title, write a 1-2 sentence explanation about why it fits: what leadership qualities, challenges, and accomplishments it represents.

These titles should reflect the uniqueness of my leadership, whether I focused on education, transformation, AI innovation, culture change, or leading with heart. Make them good enough to go on a poster."



# REFLECTION 2025

## for the CX leader



## Thank you!

I hope you found these questions helpful to evaluate your year as a CX leader.

And if you used the AI prompt I gave you, to create your own movie title for your 2025 leadership journey, please share it with me.

Sharing is caring 😊

