



# Lead Your Transformation

Your Experience Evolution. The evolving role of the CXO, CMO and CEO.

## Competency 5

### Action Lab

#### One-Company Leadership, Accountability, Culture

##### *Current State Assessment*

Description

Where Are We?

#### **Rescuing High Value Customers at Risk**

Are leader united in how they communicate about improving customers' lives? Do they drive cross-company collaboration, accountability and metrics, to enable reliable customer experiences? Do they make decisions that honor customers as assets?

**EARLY  
ADVANCED  
MATURE**

Do leaders actively engage across the organization to listen and understand what is going on with Customers and employees charged with delivering an experience to them? Do they kill 'stupid rules' getting in the way of honoring employees & customers?

**EARLY  
ADVANCED  
MATURE**

#### **Enabling Employees to Deliver Value.**

Is clarity of purpose for serving Customers' lives understood, and translated to everyone's work? Does that clarity guide hiring decisions? Does it guide investment in skills and competency development to enable our people to deliver value to customers?

**EARLY  
ADVANCED  
MATURE**