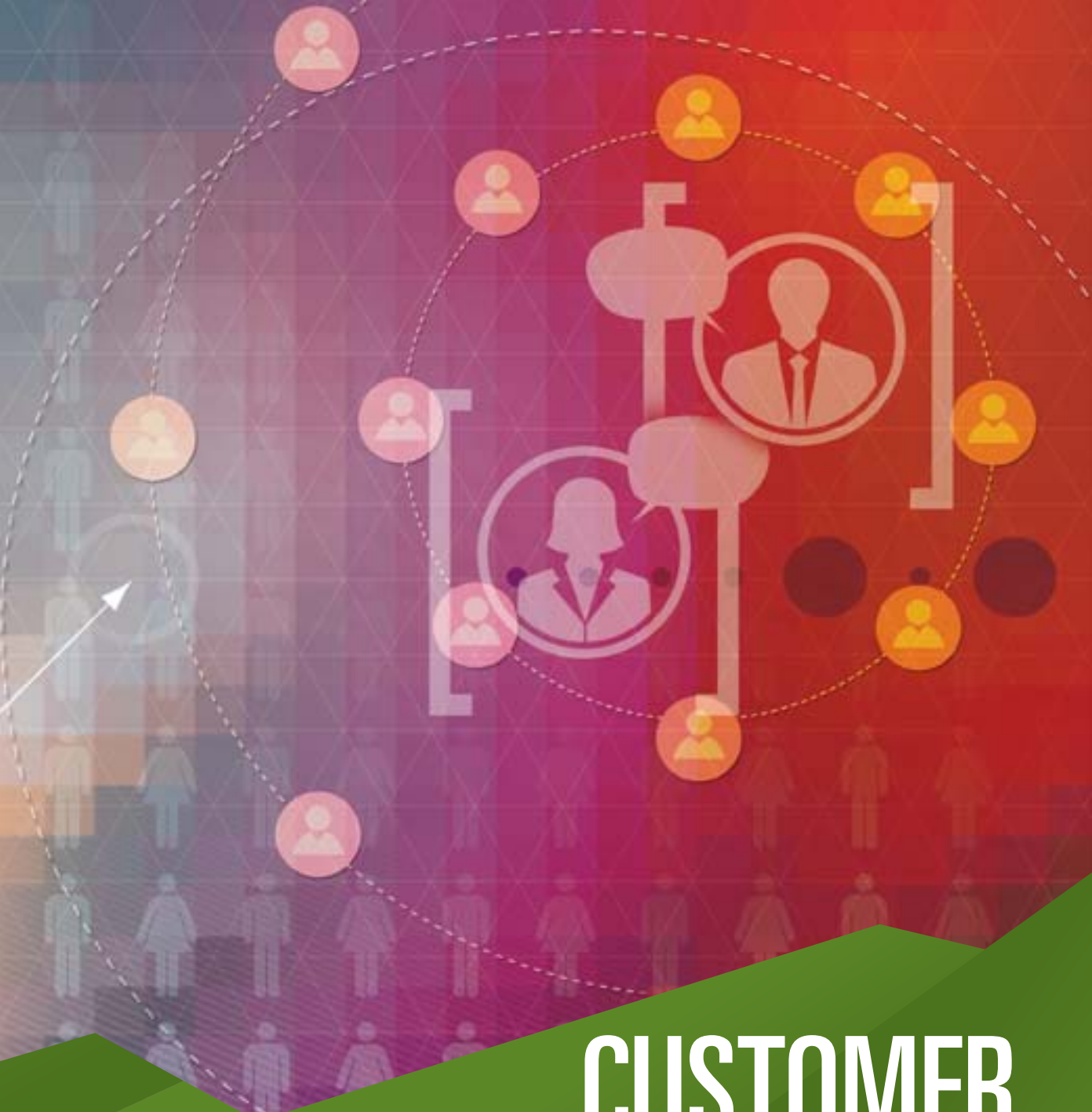




CUSTOMER CENTRICITY IN ACTION

PUTTING THE CUSTOMER FIRST IN EVERYTHING YOU DO

experience. learning. impact.

Eagle's Flight is about sparking transformation. We're about creating flash points where change happens, where people are inspired to do their jobs better, and to lead more effectively – all through learning that is rooted in our proprietary experiential design. We don't just go through the motions of corporate training – we're dedicated to unleashing the promise that is present inside every participant, and to ensuring that they are inspired to take their learning with them and apply it.

EXPERIENCE THE IMPACT THAT WELL-DESIGNED,
WELL-DELIVERED, WELL-SUPPORTED LEARNING
CAN DELIVER.

**AN ORGANIZATION IS ONLY
TRULY CUSTOMER CENTRIC
WHEN THE VIEWPOINT
OF THE CUSTOMER
PLAYS A PIVOTAL
ROLE IN ITS
DECISIONS, PROCESSES,
AND EXPECTED BEHAVIORS.**



TAKING

Personal Ownership

to ensure

everything

we DO results

in the **BEST**

CUSTOMER **experience**
possible

WHAT WE MEAN...

"PERSONAL OWNERSHIP"

**It's mine, I am 100% responsible,
and, "I will take it from here!"**

"EVERYTHING"

*All processes, products, and
services we provide*

"WE"

**Our team, our function, our
organization**

"DO"

**Our actions, our behaviors,
and our commitments**

"RESULTS"

**Produces the expected
outcome**

"BEST"

**The most effective way
for each unique customer**

"CUSTOMER EXPERIENCE"

**Positive perception
at all touch points**

HOW WE

UNDERSTAND YOU

UNDERSTAND THE IMPACT
A CUSTOMER-CENTRIC
FOCUS WILL HAVE ON
YOUR ORGANIZATION

- DISCOVERY PHASE
- FOCUS GROUP DISCUSSION
- DOCUMENTATION REVIEW

CUSTOMIZE CONTENT

CUSTOMIZE OUR CONTENT TO
MEET YOUR SPECIFIC NEEDS

- RELEVANT LANGUAGE
- ORGANIZATIONAL GRAPHICS
- COMPANY EXAMPLES

IDENTIFY SUCCESS

IDENTIFY ADDITIONAL
CONSIDERATIONS
REQUIRED TO ENSURE
THE EXPECTED IMPACT

- SUSTAINABILITY PLAN
- STRATEGIC COMMUNICATION
PLAN
- EXECUTIVE INVOLVEMENT

DO IT

SUPPORT YOU

SUPPORT YOUR LEADERS AND
YOUR TEAM IN THE CASCADE
OF THE CONTENT

- MEASURE IMPACT
- FOLLOW UP AND RETENTION
- LEADERSHIP DEVELOPMENT

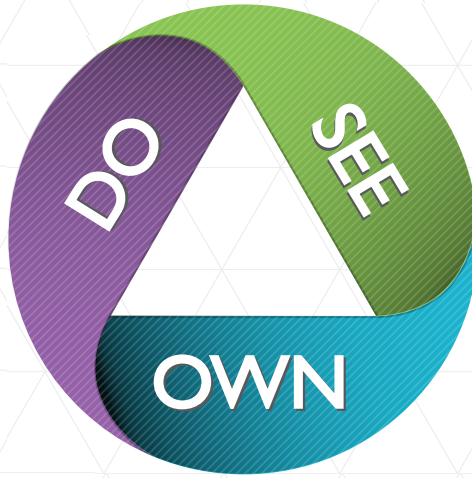
TRAIN YOU

TRAIN YOUR LEADERS
OR YOUR TEAM TO DELIVER
THE CONTENT

- VIRTUAL TRAIN-THE-TRAINER
- VIDEO SUPPORT
- FACILITATOR GUIDES
- EASY TO USE, TURN-KEY
MATERIAL



CUSTOMER CENTRICITY IS A PERSONAL CHOICE AND A COMPANY REQUIREMENT



MODULE ONE: THE CUSTOMER-CENTRIC MINDSET

WHAT YOU WILL EXPERIENCE

- A shift in mindset is a personal choice
- An awareness for the importance of a customer-centric culture
- An understanding of the actionable behaviors required to be a customer-centric organization
- A process to define your customer
- An introduction to, and discussion of, the Customer-Centricity Model
- An opportunity to take personal action

MODULE ONE AGENDA

THE CUSTOMER-CENTRIC MINDSET

CONTENT

Mindset is a personal choice

Participants engage in and discuss the definition of Customer Centricity for understanding and alignment

ACTIVITY

The Great Debate - understanding who the customer is and isn't

APPLICATION

Energize employee pride through customer-centric thinking in their personal role

CONTENT AND APPLICATION

The Customer-Centricity Model is introduced through discussions regarding its application to their responsibilities

ACTION CHALLENGE

Participants are challenged to complete suggested actions specific to Customer Centricity prior to Module Two: Opportunity and Ownership



**WE INFLUENCE EVERY
CUSTOMER EXPERIENCE
...EITHER POSITIVELY
OR NEGATIVELY**

Looking through the eye of the customer, if
I could, had, were to, change...

WE would be Customer Centric because...

I will **SEE** opportunities to make it the best for the customer!

MODULE TWO: OPPORTUNITY AND OWNERSHIP

WHAT YOU WILL EXPERIENCE

- A framework to see and identify opportunities to influence the customer experience
- The impact that accountability has on the development of a truly customer-centric culture
- Situations specific to your company where personal ownership can impact results
- An opportunity to take personal action

MODULE TWO: AGENDA

SEE AND OWN

CONTENT

Understand how intentionality in the workplace allows for a more customer-centric environment

APPLICATION

Through customized company scenarios, practice SEEING through a different lens and reflecting on company impact

Participants identify one to three opportunities in their role where SEEING differently will make an impact on their customer's experience

ACTIVITY

"What Would You Do?" - analyze real company scenarios to determine the impact on results

CONTENT

Ownership is the conscious demonstration of taking action

ACTIVITY

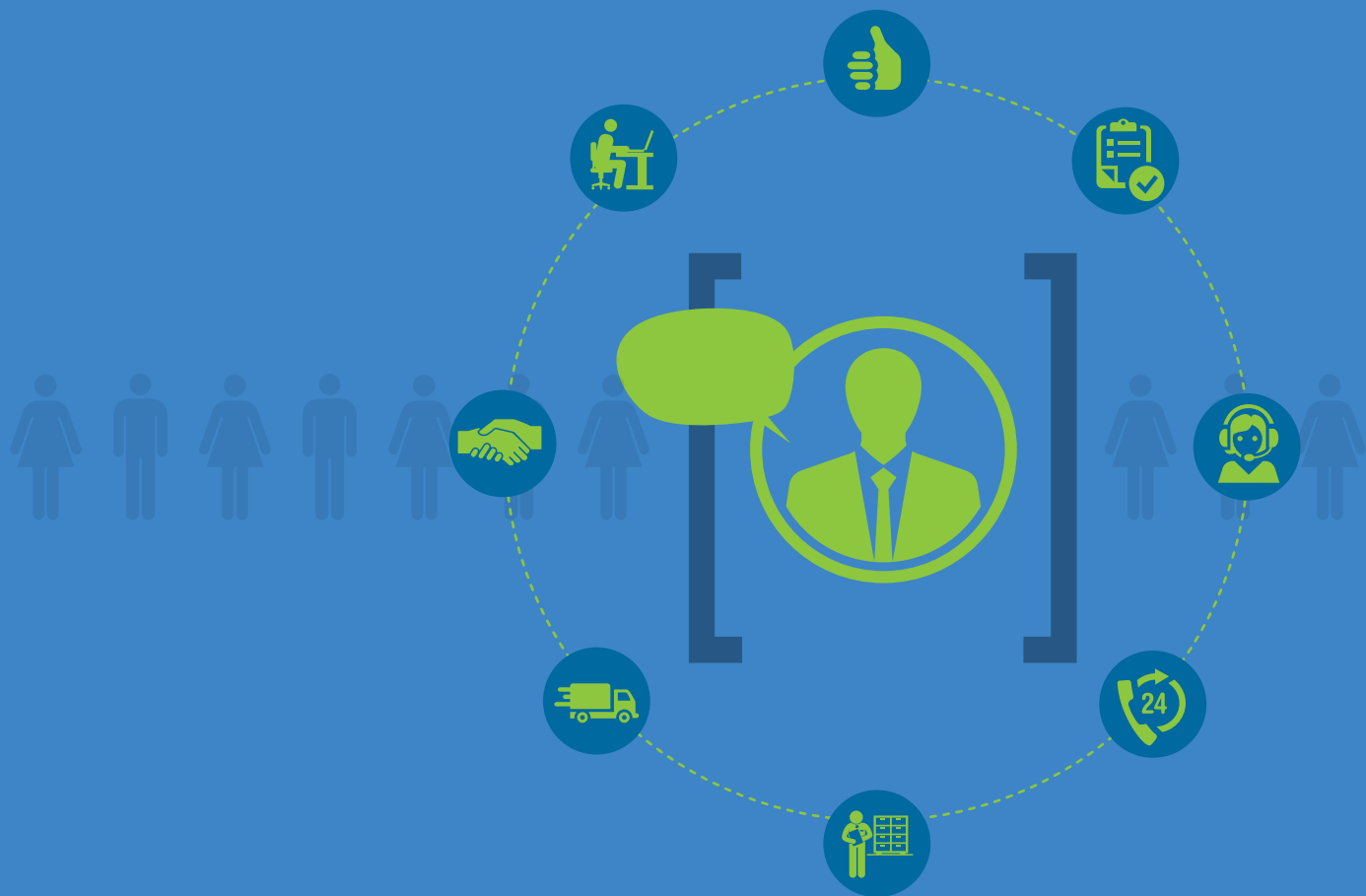
Through storytelling and business examples, discuss the impact that ownership has in a customer-centric organization

APPLICATION

Identify areas of personal responsibility where ownership can have an impact on results

ACTION CHALLENGE

Participants are challenged to complete suggested actions specific to Customer Centricity prior to Module Three: Take Action



**SAYING YOU ARE
CUSTOMER CENTRIC
FALLS SHORT OF BEING
CUSTOMER CENTRIC...
SPECIFIC ACTIONS
MUST BE IN EVIDENCE**



MODULE THREE: TAKE ACTION

WHAT YOU WILL EXPERIENCE

- An appreciation that a balance between personal judgment and policy is critical to taking the right kind of action
- The impact that authority and ability have on taking action
- A process flow which allows each individual to take action on an opportunity that they SEE, then OWN
- The identification of barriers to taking action
- An opportunity to take personal action

MODULE THREE: AGENDA

DO

ACTIVITY

Copy Cat – review and analyze actions taken at select global organizations which are considered to be customer centric

APPLICATION

Identify how the lessons learned from the analyzed scenarios apply to the current work environment

CONTENT

The balance between personal conviction and strict adherence to rules and process determines a defined course of action
Participants are provided with a simple process, The DO Process, that allows for quick and immediate DOING

ACTIVITY

Barriers and Enablers – discuss and identify those aspects within their role that inhibit or empower action

APPLICATION

Using the opportunities identified in Module Two, participants apply The DO Process

ACTION CHALLENGE

Participants are challenged with ways to sustain the momentum of Customer Centricity

BRINGING CUSTOMER CENTRICITY TO LIFE



DISCOVERY

The discovery process ensures that all customized content aligns with your objectives by taking into account the cultural, operational, leadership, and systemic factors that exist at your organization. Our discovery team will:

- Identify organizational barriers and enablers that will support or hinder the achievement of the initiative
- Recommend the performance strategy, milestones, and metrics to ensure success of the initiative
- Ensure that all performance improvement initiatives and training programs are aligned, relevant, and focused on areas that will have the greatest impact



CUSTOMIZATION

Our customization process is intensive and collaborative.

- The results of the Discovery are incorporated into the course content and customized for your organization



LEADERSHIP ENGAGEMENT

Leadership Engagement clearly aligns all leaders to their role in the Customer Centricity initiative by:

- Collectively answering any questions or push-back the leaders may have
- Providing learning opportunities for personal and organizational improvement
- Allowing leaders the opportunity to continue to drive the learning after the training is completed



SUSTAINABILITY

Building sustainability into the training plan ensures that learning is supported, reinforced, practiced, and applied in the workplace.

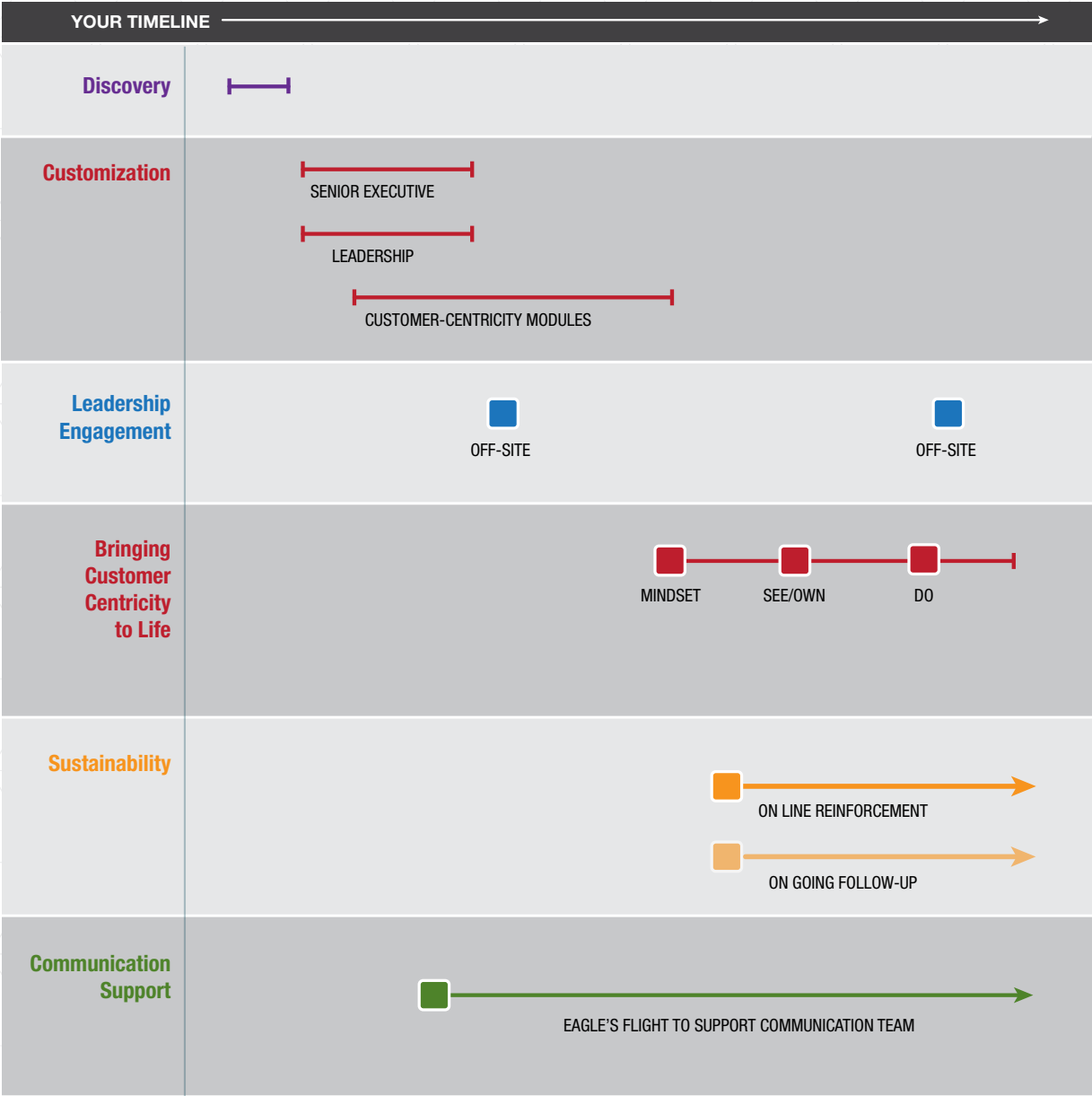
- Participants are provided with on-the-job reinforcement tools to help sustain the classroom learning
- Sustainability tools accelerate participants' ability to apply the learning back on the job



COMMUNICATION SUPPORT

A communications plan will inform and engage your key stakeholders and sustain interest over the length of the initiative. It will help stakeholders to:

- Understand the business case behind the initiative
- Realize its relevance to corporate and individual success
- Understand and accept their respective roles, responsibilities, and accountabilities



WHY EAGLE'S FLIGHT?

A WORLD LEADER IN EXPERIENTIAL LEARNING

Eagle's Flight pioneered experiential learning in 1988 and has been the recognized leader in the field ever since.

A RECOGNIZED LEADER IN CUSTOMIZATION

Since 1998, Eagle's Flight has been creating customized solutions explicitly tailored to the culture, values, requested "look and feel," and desired learning outcomes for many of the world's best known companies.

A RESULTS-BASED SOLUTION PROVIDER

Our clients often migrate away from other training providers to a more exclusive engagement with Eagle's Flight as they realize that partnering with us is a competitive advantage.

WORLD-CLASS FACILITATORS

The rigorous solution and training process employed by Eagle's Flight in the building of our facilitation team has been repeatedly recognized as among the very best in the industry.



A COLLABORATIVE PARTNER

Whether delivering an off-the-shelf or custom solution, Eagle's Flight's Account Management Model ensures the level of partnership and engagement that occurs is consistent with the client's expressed wishes.

GLOBAL IN SCOPE

Because our content is licensed to 55 professionals in 45 countries, we are able to serve the global community, and reflect their indigenous languages, cultures, and values in our training programs.

QUALITY MATERIALS AND DESIGN

Our in-house art team and print shop create only the highest quality learning materials to ensure participant engagement. Clients consistently rate us "second to none" in bringing learning to life.

STEVIE AWARD WINNER

Since 2005, Eagle's Flight has won eight Stevie Awards, including Best Product Development Team, Distinguished Honoree for Most Innovative Company of the Year in North America, and Distinguished Honoree for Executive of the Year in North America.

ABOUT EAGLE'S FLIGHT

WHAT WE DO

Eagle's Flight is an innovative leader in the development and delivery of practical training programs for the global business community. Through the use of experiential learning, we assist organizations of all sizes in gaining a competitive edge by significantly strengthening their workforce.

Our offering of training programs includes team and training experiences as well as leadership development and learning, all supported by our significant expertise in optimizing relevance and impact. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

Globally, our programs are offered in more than 25 languages and represented by international licensees in over 45 countries. Our worldwide team is consistently rated as exceeding client expectations, delivering more than 200 programs per month to groups ranging in size from 10 to over 2,000 participants. Our global structure also enables us to work with large multinational companies to provide them with consistent training messages and methods around the world.



CONTACT US

Eagle's Flight has offices throughout the United States and Canada, and is represented by global licensees around the world. Within the United States, our main office is located in Minnesota. Within Canada our main office is located in Ontario.

Global Head Office

489 Clair Road West
Guelph, ON
CANADA N1L 0H7

US Head Office

7600 Parklawn Avenue
Edina, MN
USA 55435

Phone: 1-800-567-8079
Worldwide: 1-519-767-1747
Fax: 1-519-767-2920
Web: www.eaglesflight.com

SOCIAL NETWORKING





1-800-567-8079 worldwide 1-519-767-1747
www.eaglesflight.com

experience. [cus