



Nancy Rademaker
International Keynote Speaker

Market Leadership

From CX to EX and back again

Survival in the New Normal



4 minutes to dial
this number



The Clash

The New Normal

A top-down view of a subway platform. Two escalators are visible, with people using them. On the right side of the platform, a queue of people is waiting, many of whom are looking at their smartphones. The floor is made of large, light-colored tiles. A purple circular graphic is partially visible in the bottom-left corner. The text "The New Normal" is overlaid in the center in a large, white, sans-serif font.

Digital is
a novelty



Digital is
a novelty



**Digital is
a novelty**



**Digital is
a norm**





**Digital is
a norm**

Now!

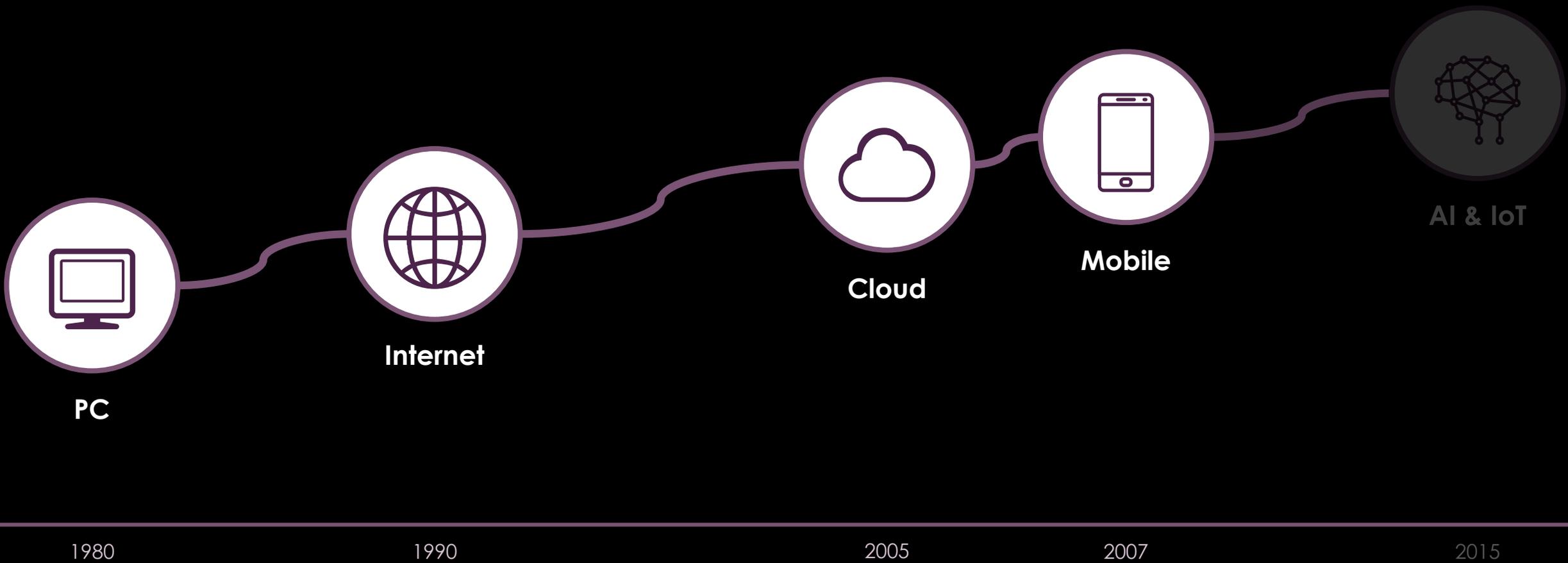
**Digital is
a novelty**



A portrait of a middle-aged man with a full, dark beard and a balding head. He is wearing a dark blue sweater over a white collared shirt. The background is a dark grey gradient with a large, light grey circular shape on the right side. The text is overlaid on a dark purple curved shape in the bottom left corner.

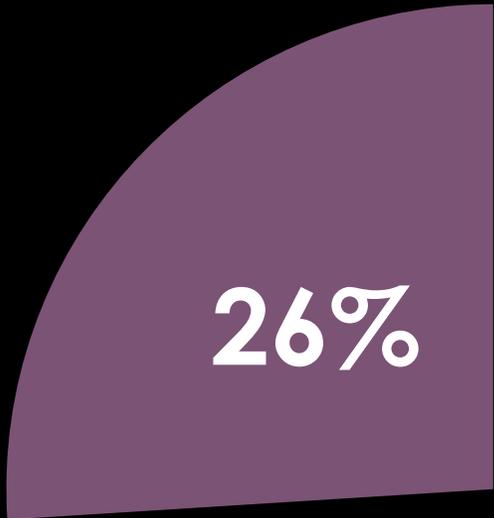
**Software
is eating the
world.**





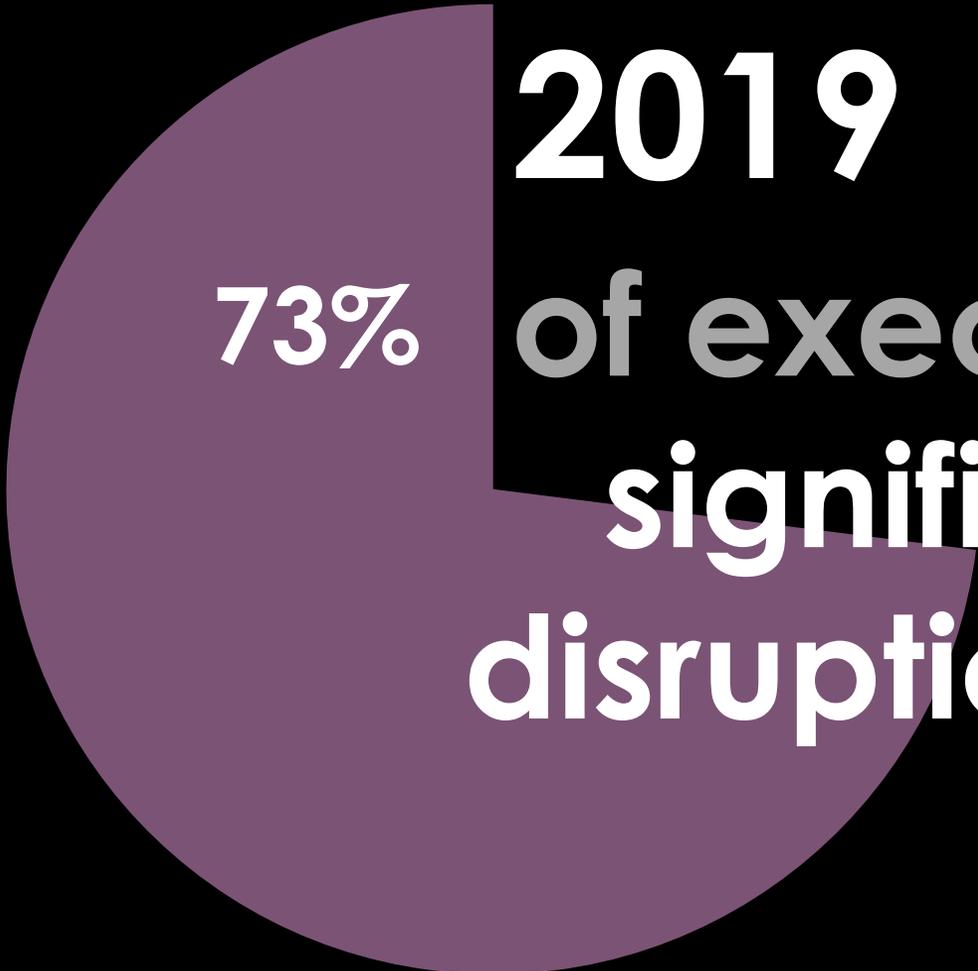
Source: Nvidia





2018

**of executives predict
significant industry
disruption in the next 3
years**



2019

73%

of executives predict
significant industry
disruption in the next 3
years

SIGNIFICANT INDUSTRY DISRUPTION

NEW
TECHNOLOGIES

NEW
COMPETITION

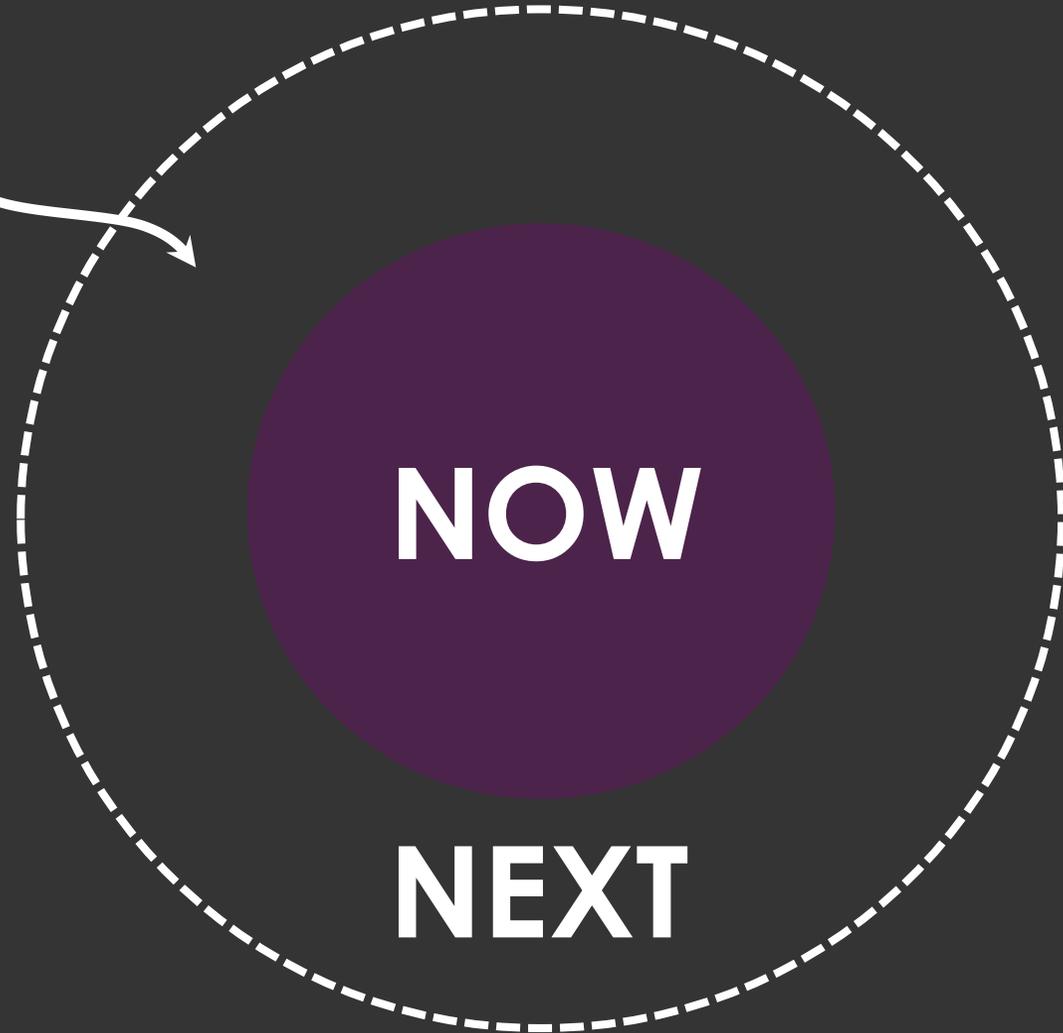
HIGHER
EXPECTATIONS



Massive splits

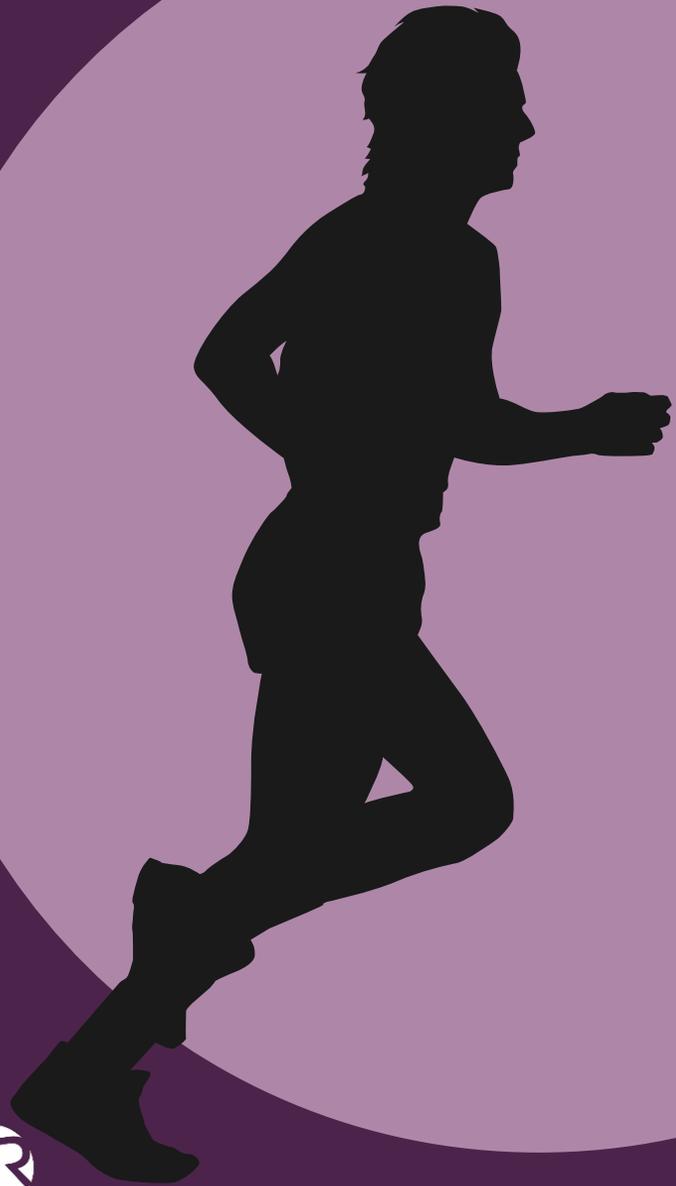


3 LEVELS OF INNOVATION



BEYOND





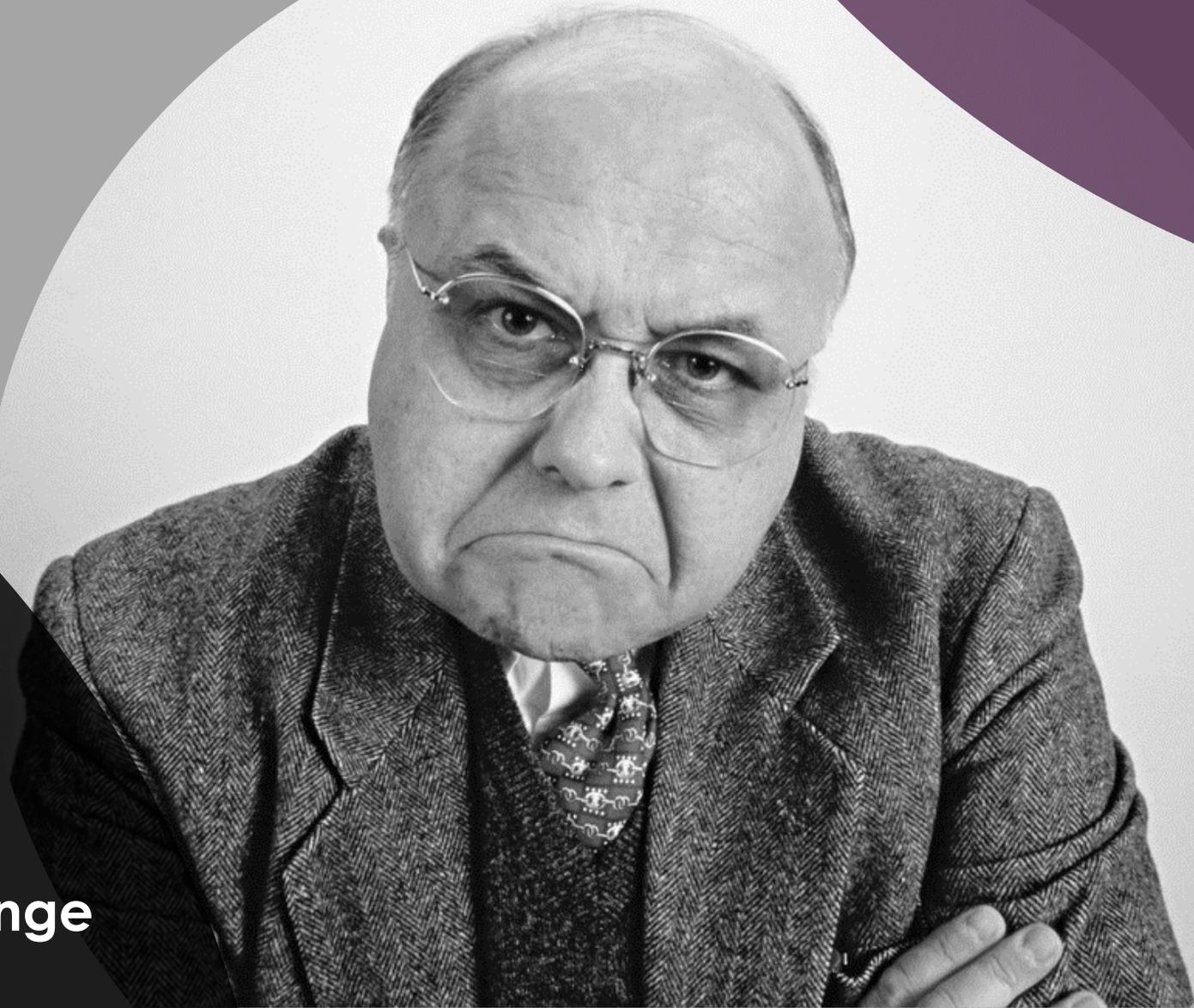
Improve the NOW

Create the NEXT

Imagine the BEYOND



**overcome the
resistance to change**



formula of change

CRC
Compelling
reason to
change

x

V
Vision of a
positive future
state

x

ES
First steps
toward the
vision

>

R
Resistance to
change



**Technology
has changed
companies**



Technology
has changed
humans







- i**nformed
- i**ndividualistic
- i**mpatient
- i**nfluenced
- i**ntuitive



nformed

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676
BILLION
URBANISATION:
56%

UNIQUE
MOBILE USERS



5.112
BILLION
PENETRATION:
67%

INTERNET
USERS



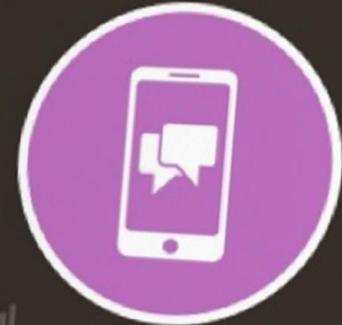
4.388
BILLION
PENETRATION:
57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION
PENETRATION:
45%

MOBILE SOCIAL
MEDIA USERS



3.256
BILLION
PENETRATION:
42%

7
SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EURO STAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSEERU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

 **Hootsuite**™ we
are
social



Connectivity to the next billion users



Dear Santa,
How are you? I'm good.
Here is what I want for
Christmas.

http://www.amazon.com/gp/product/B0032HF60M/ref=59_hps_bw_g21_1r03?pf_rd_m=ATVPDKIKXODER&pf_rd_s=center-3&pf_rd_t=101&pf_rd_p=1329901542&pf_rd_i=16579

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2019

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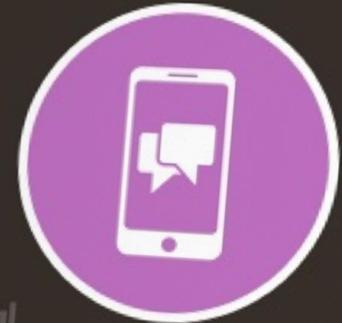
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 **Hootsuite™** we are social



Changing times

THEN

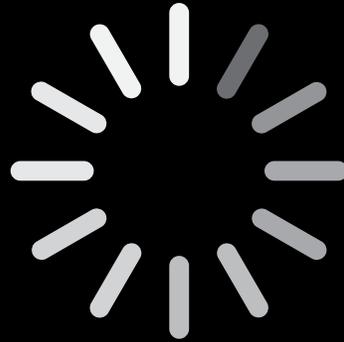


NOW



Changing times

3 biggest fears of our generation





ACHTUNG !
SMOMBIE !



允许使用手机
但风险自担
CELLPHONE'S
LANE
WALK IN THIS
LANE
PUT SKY

请勿使用手机
NO CELLPHONE'S





A single room with a single book





individualistic



**Customers are the center of
their very own universe**



We put ourselves in the
center of the picture





Multiple ME's





mpatient







I BEG YOUR PARDON, MISS--
PERHAPS I HAVE NO
RIGHT TO PEY INTO YOUR
AFFAIRS, BUT- I'D
LIKE TO HELP
YOU-- MY
NAME IS
RICHARD
TEMPLE!

TEMPLE? THE GREAT
DETECTIVE? WHY-- I
WAS GOING TO CALL
YOUR OFFICE AS
SOON AS I LEFT HERE
FOR AN APPOINTMENT
TONIGHT!

I'M AFRAID YOU'D HAVE
MISSED ME, BUT

MISTER
TEMPLE

SUPPOSE
YOU BEGIN

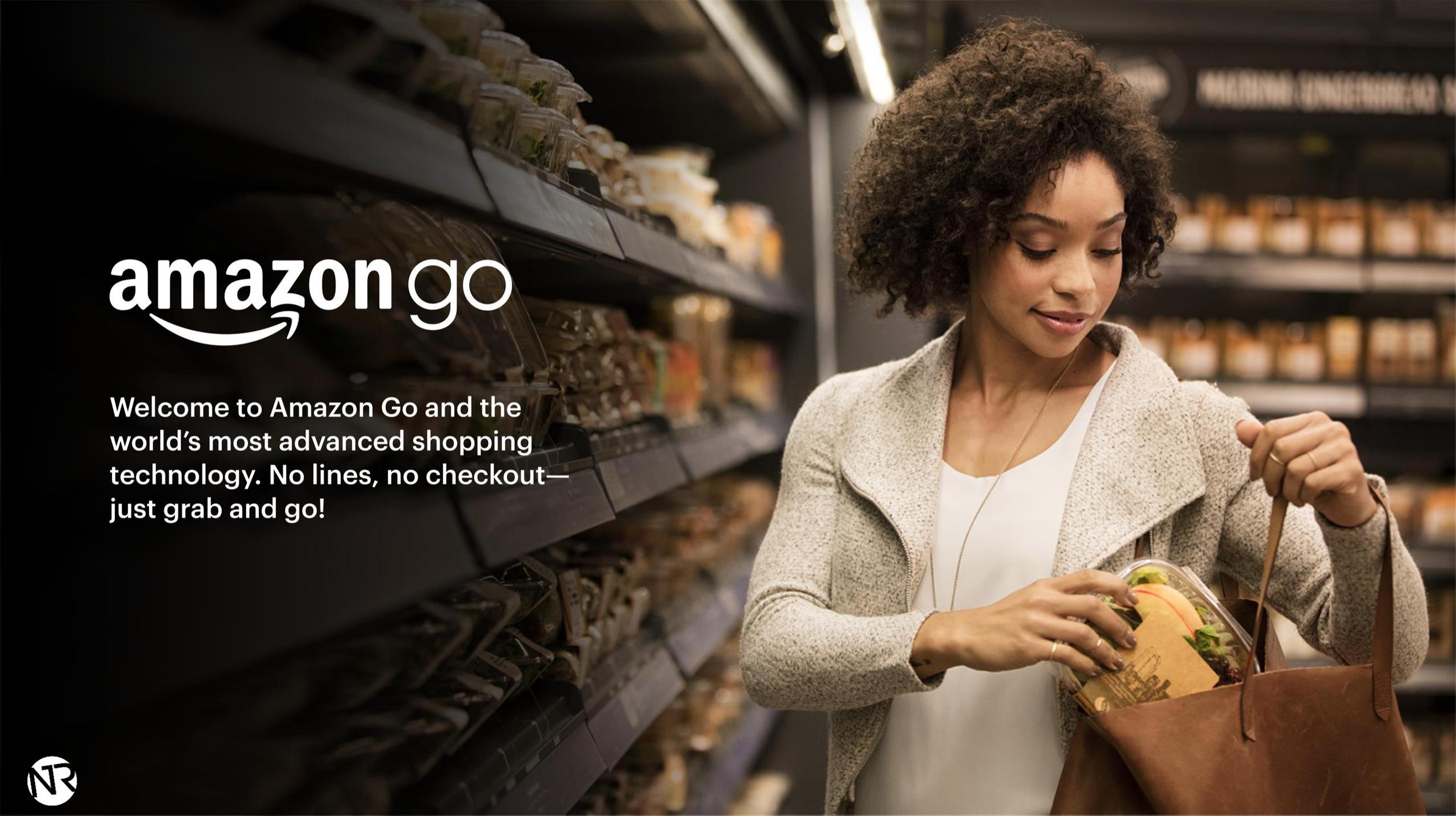
ROBERTS... MADELON
ROBERTS... I'M A

I START TOMORROW MORNING.
ONLY 8:00 & 11:00 - 1:00





ПЕРИОДИТЕ НА ДРУГ
ПОКАЗУВАТ

A woman with curly hair is shopping in an Amazon Go store. She is wearing a light-colored jacket and is looking down at a clear plastic container of food she is holding. She is also holding a brown paper shopping bag. The background shows shelves stocked with various food items. The Amazon Go logo is prominently displayed on the left side of the image.

amazon go

Welcome to Amazon Go and the world's most advanced shopping technology. No lines, no checkout—just grab and go!





Do not steal time



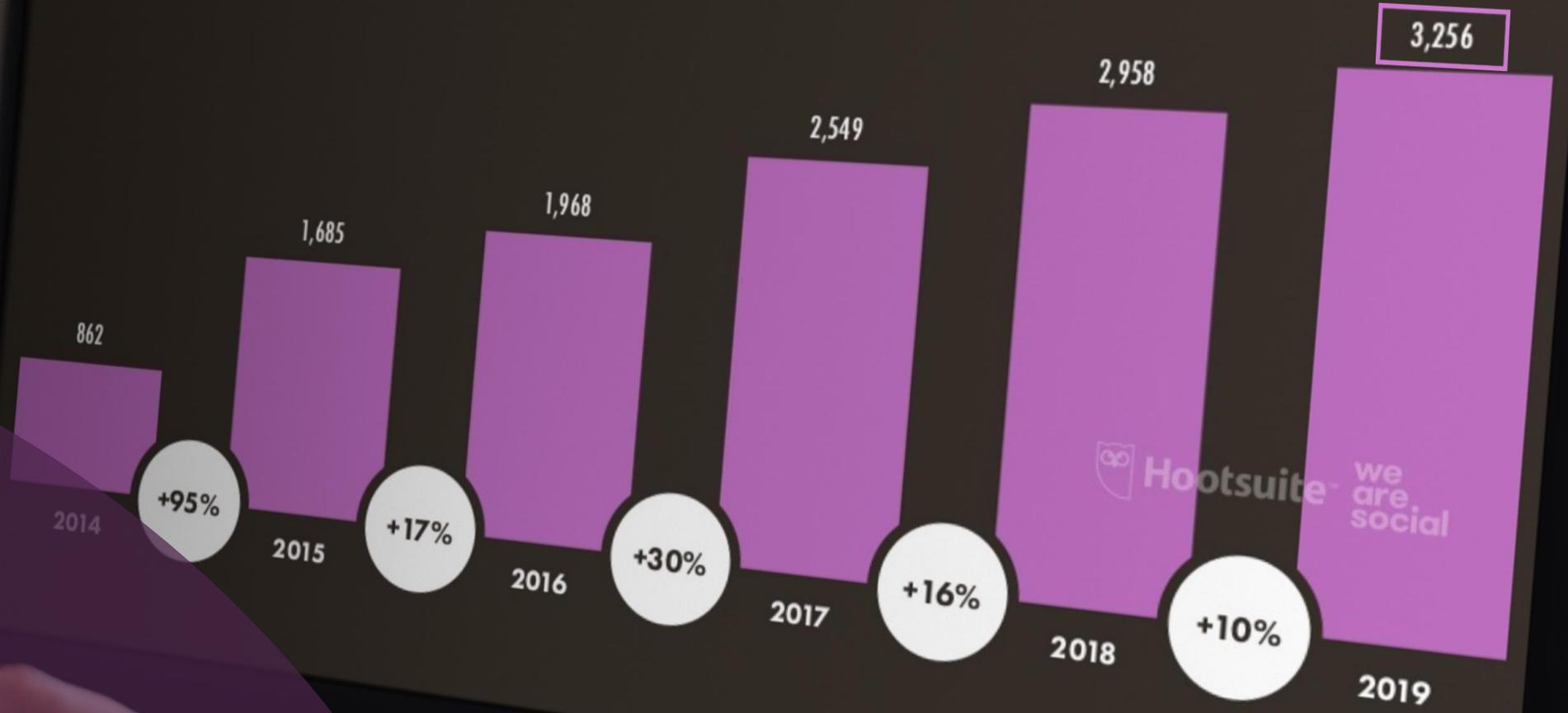


influenced

JAN
2019

MOBILE SOCIAL MEDIA USERS OVER TIME

NUMBER OF MOBILE SOCIAL MEDIA USERS (IN MILLIONS), WITH YEAR-ON-YEAR CHANGE



75%

**DO NOT BELIEVE
COMPANIES
TELL THE TRUTH
IN ADS**





78%

**Trust peer
recommendations**

PERPETUAL CHANGE OF INFLUENCE



Traditional
mass media
campaigns
are losing
impact

Book Your Trip Now!
www.WeTravel.com

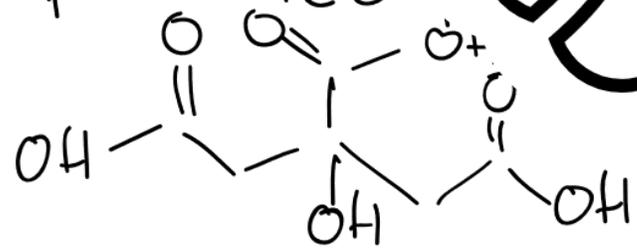
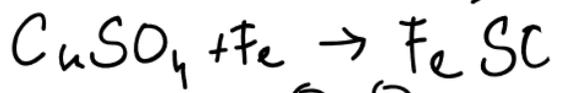
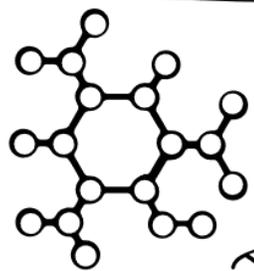
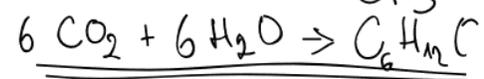
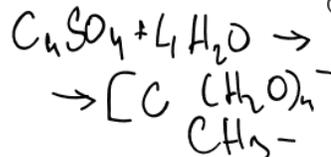
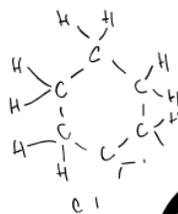
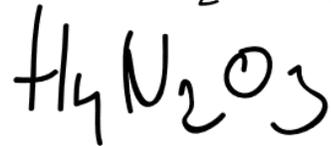
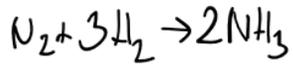
SAVE 50% OFF
When you book 4 nights or more.*

WeTravel
Getaway with us.

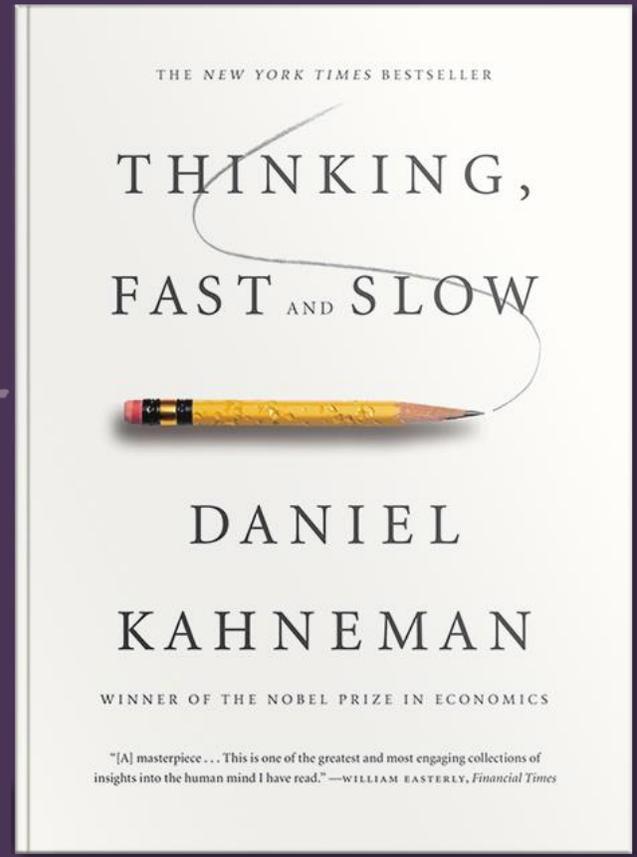
Post
*Your Name travel has over 60 years of experience as a travel agency, providing amazing deals for your dream vacation with experienced, friendly travel experts.



intuitive







WE CAN MAKE OR
BREAK A BRAND



DELTA

DONT'T EXPECT LUGGAGE TO ARRIVE

FedEx®

It's probably broken



We have a salad bar for some reason



\$2000 facebook machines





informed

individualistic

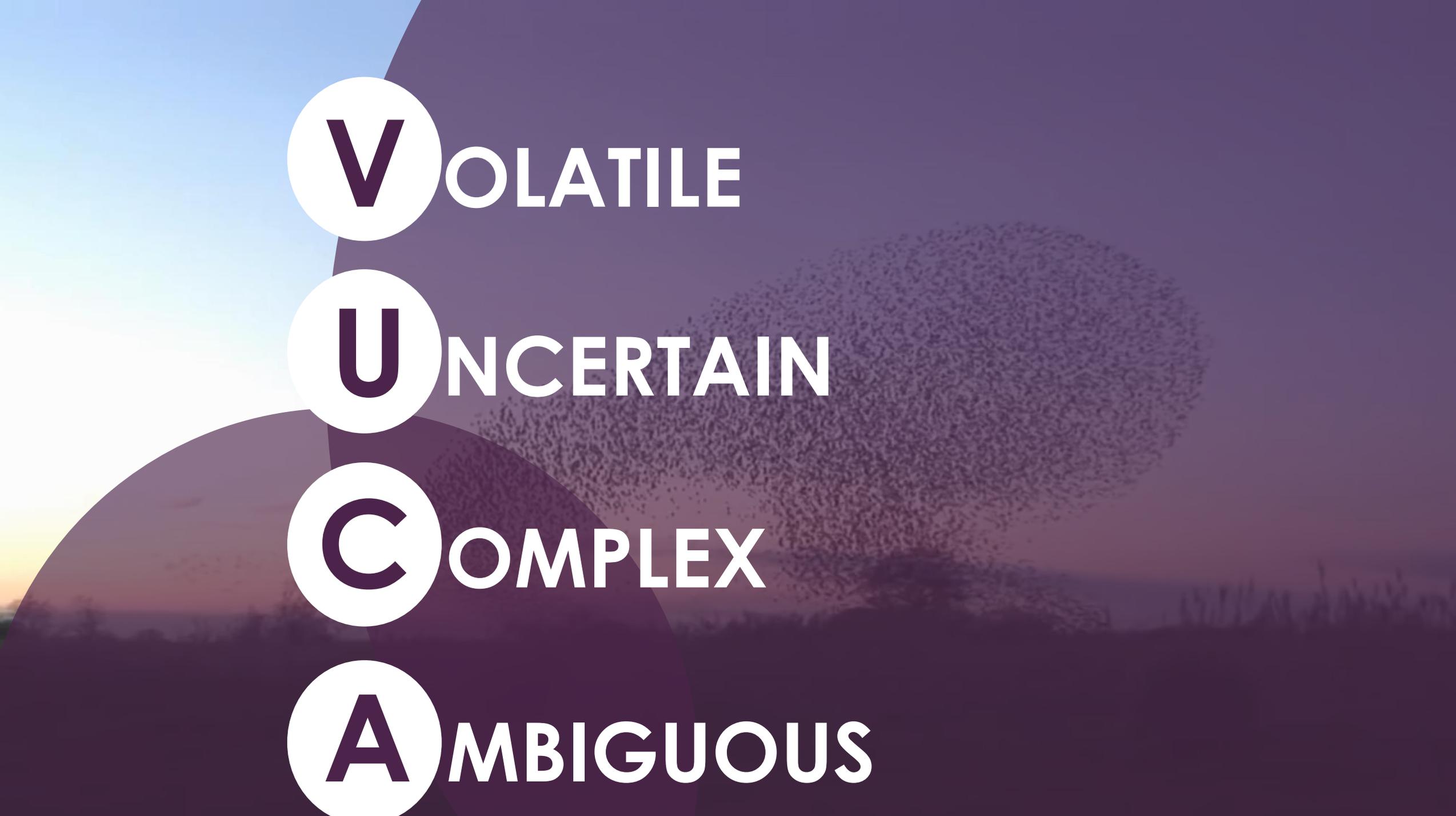
impatient

influenced

intuitive



We are the
“MURMURATION”



VOLATILE

UNCERTAIN

COMPLEX

AMBIGUOUS



“The **rate of change** is not going to slow down anytime soon”



John Kotter

“The only constant is change.
And the **rate of change** is increasing”

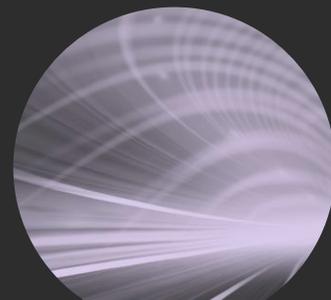


Peter Diamandis

“We live in an age where the
rate of change is colossal”



Salman Rushdie



In the new normal

Agility

is

CRUCIAL



Strategy becomes

Fluid

WHAT CAN WE LEARN FROM DISRUPTORS?



NETFLIX



Uber



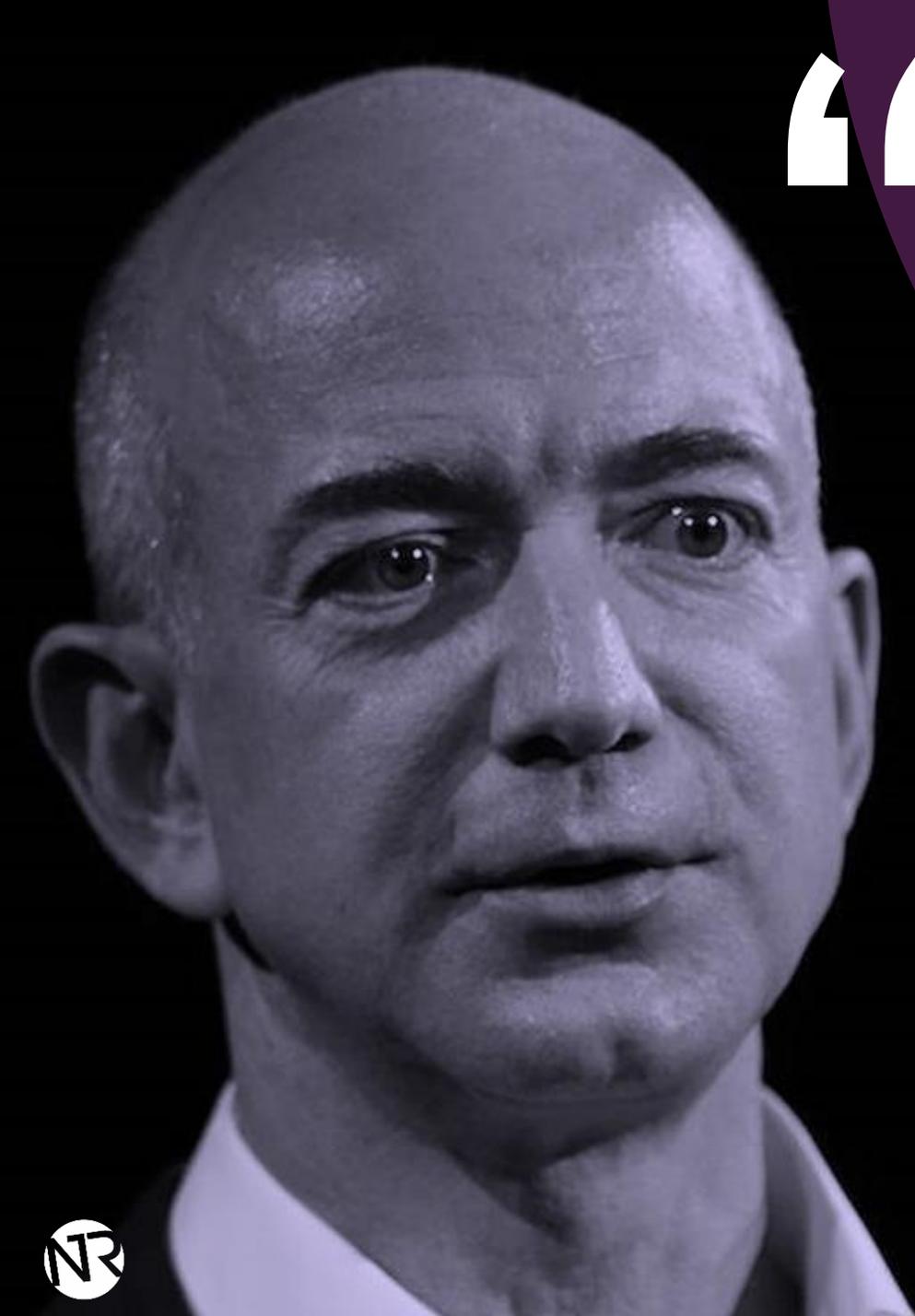
courseera

DON'T START WITH THE
PRODUCT.

START WITH THE

Customer



A black and white portrait of Jeff Bezos, CEO of Amazon, looking slightly to the right. The image is partially obscured by a purple circular graphic on the right side.

“

We're not competitor obsessed, **we're customer obsessed**. We start with the customer and we work backwards.

”

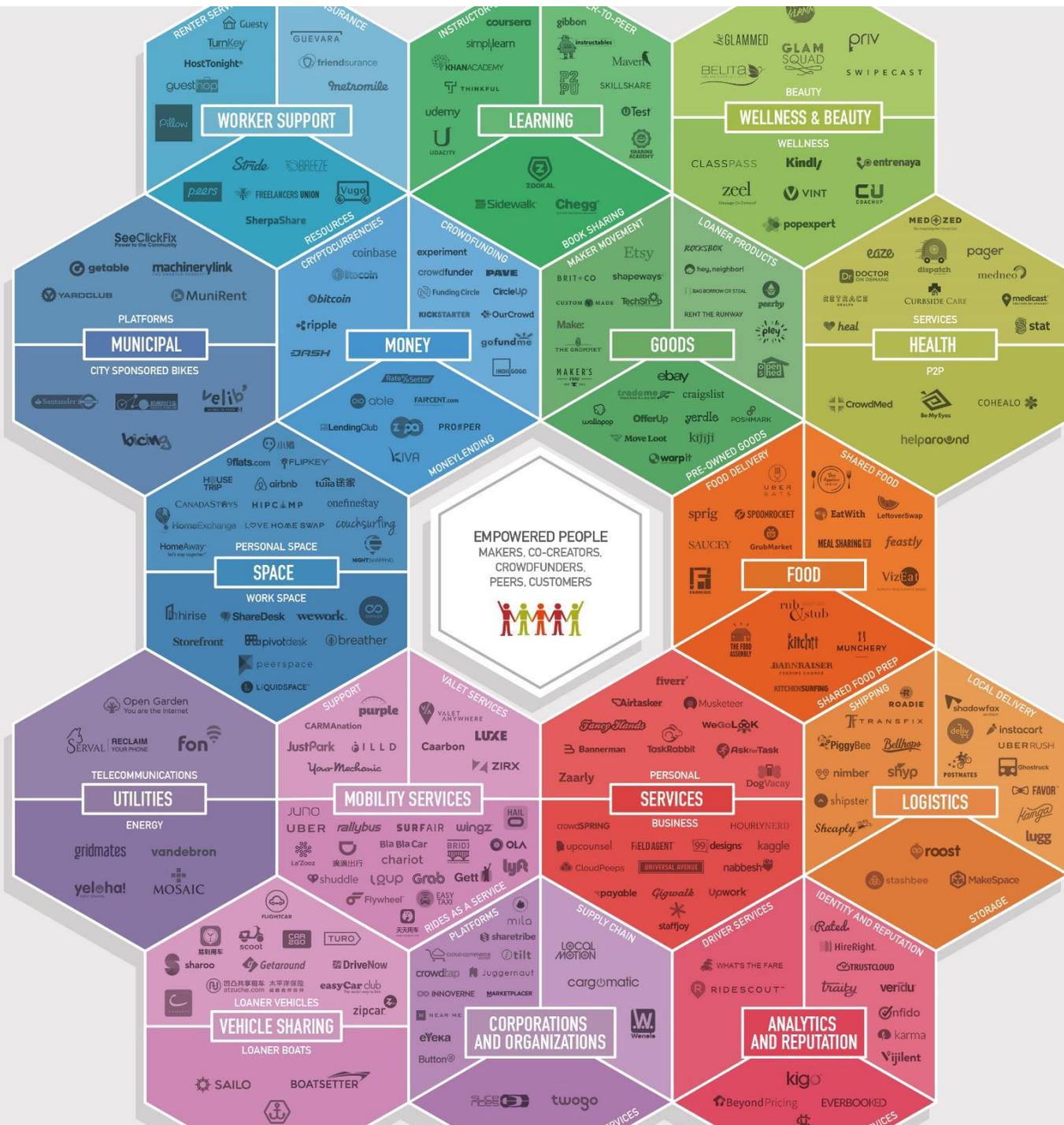


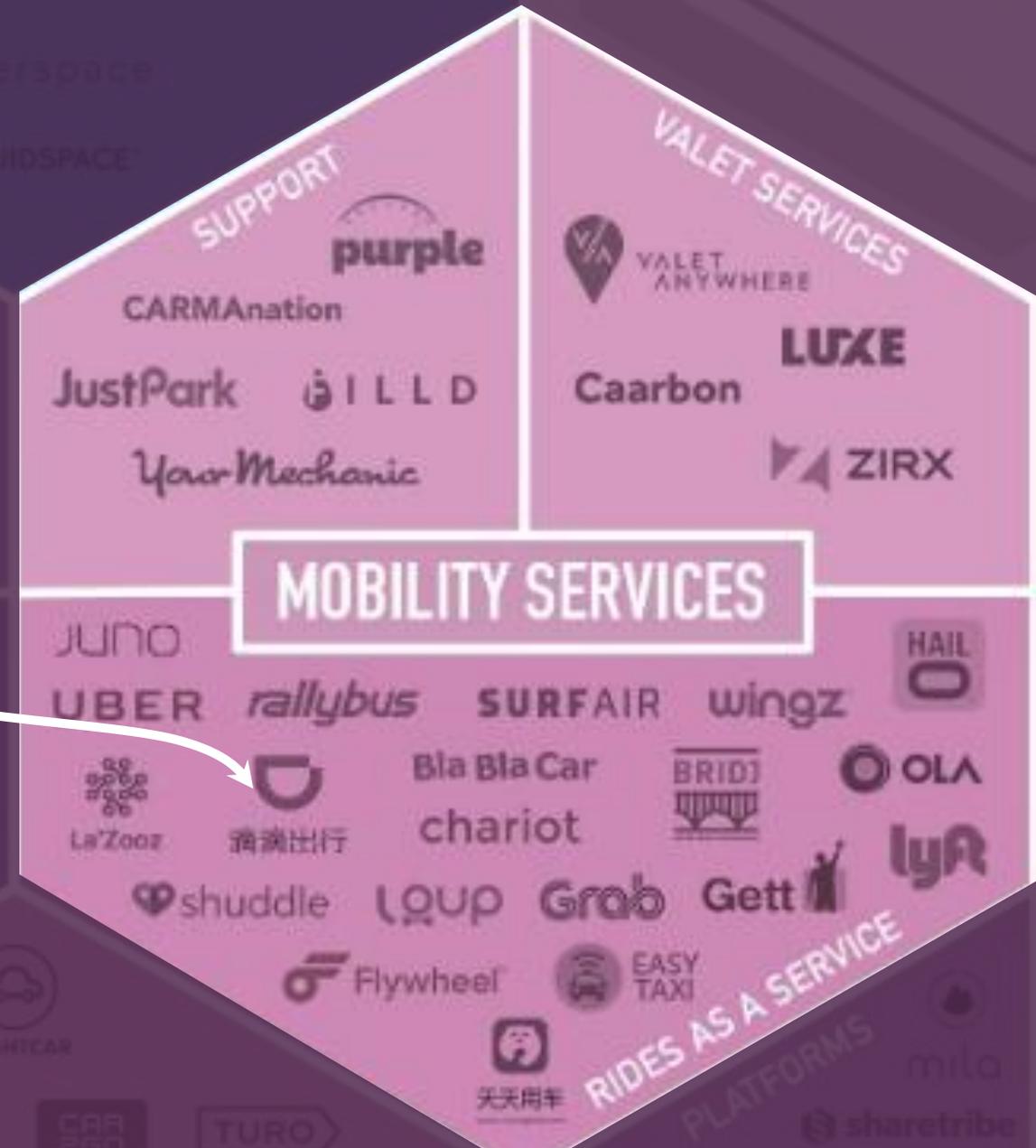
Jeff Bezos, CEO Amazon

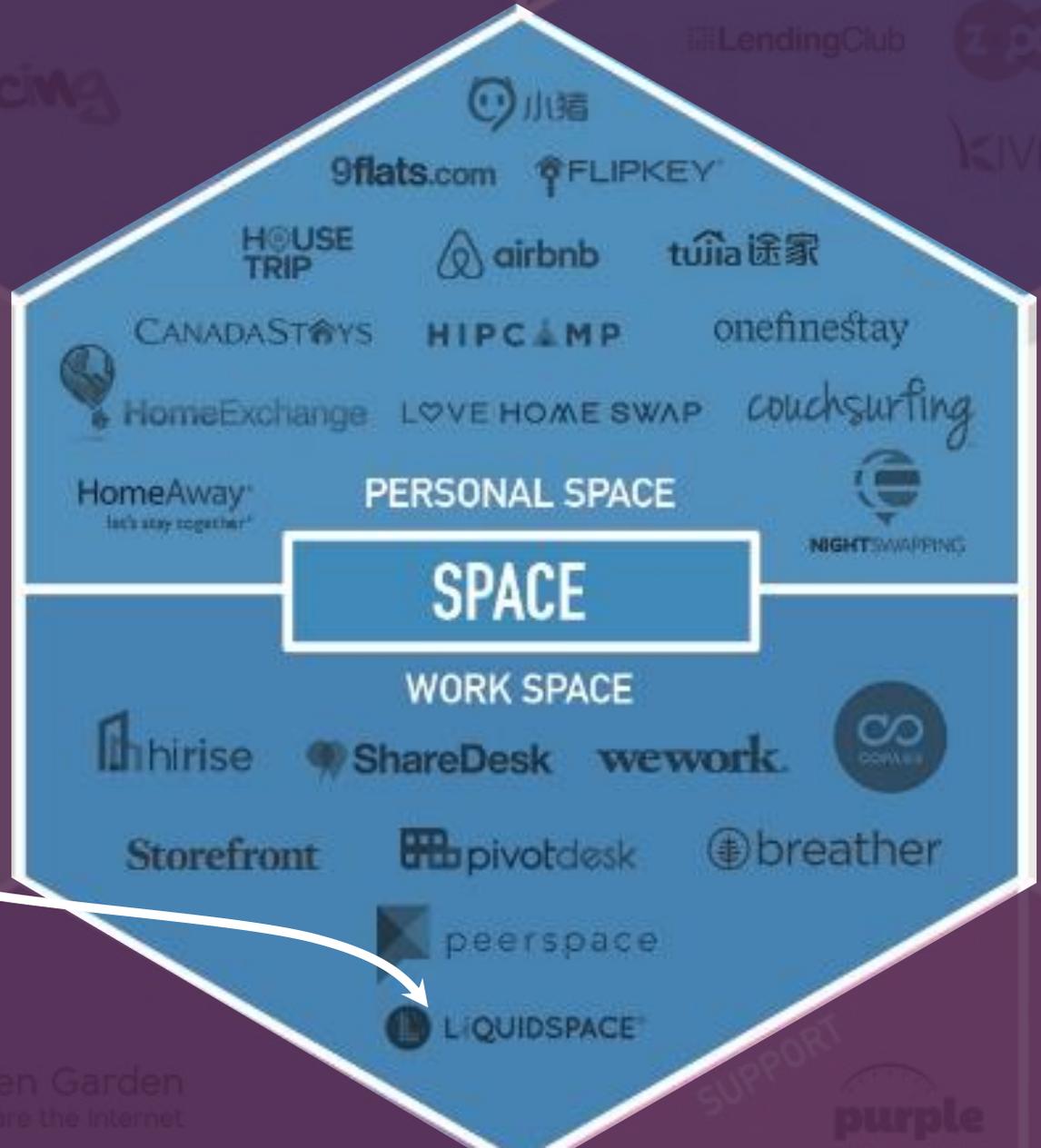
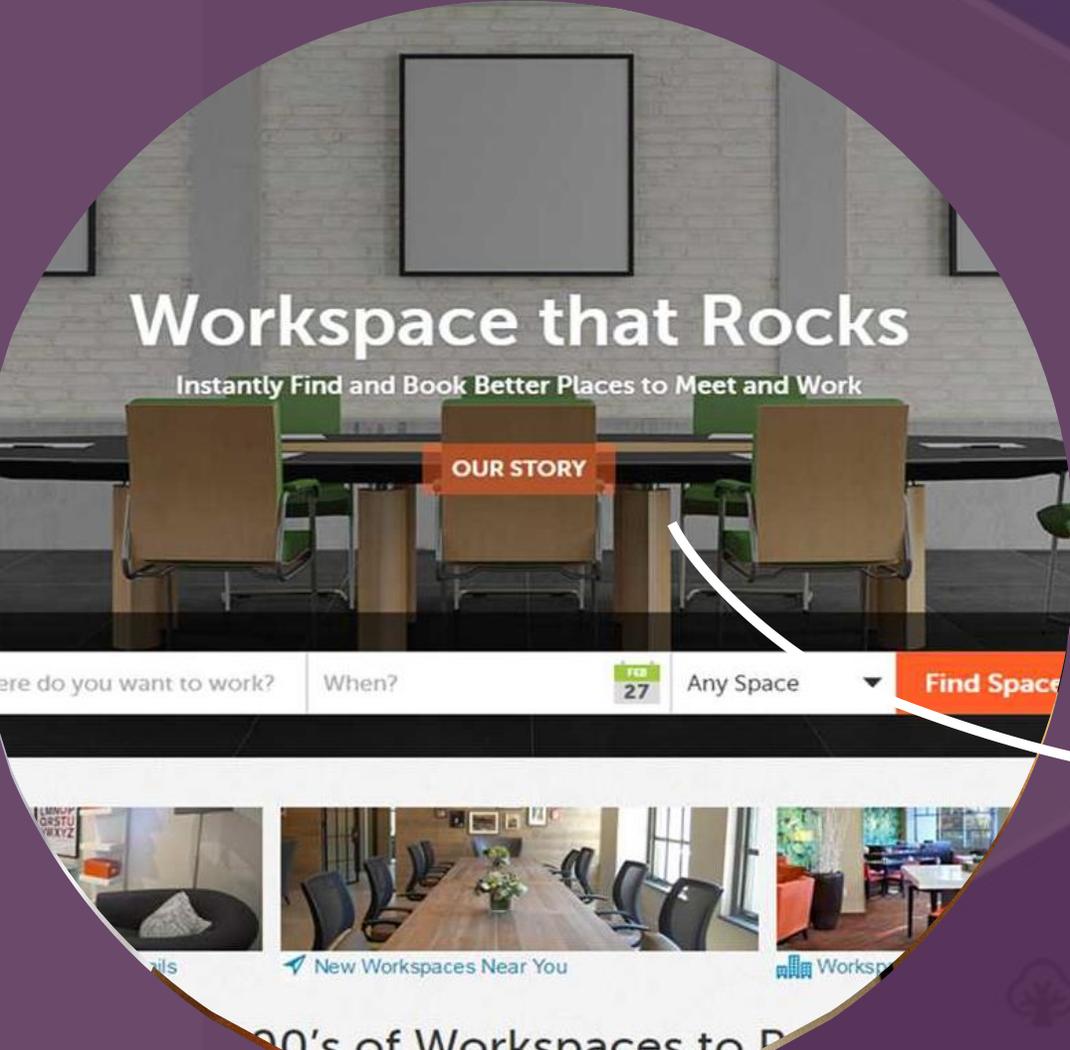
From Products to



Platforms



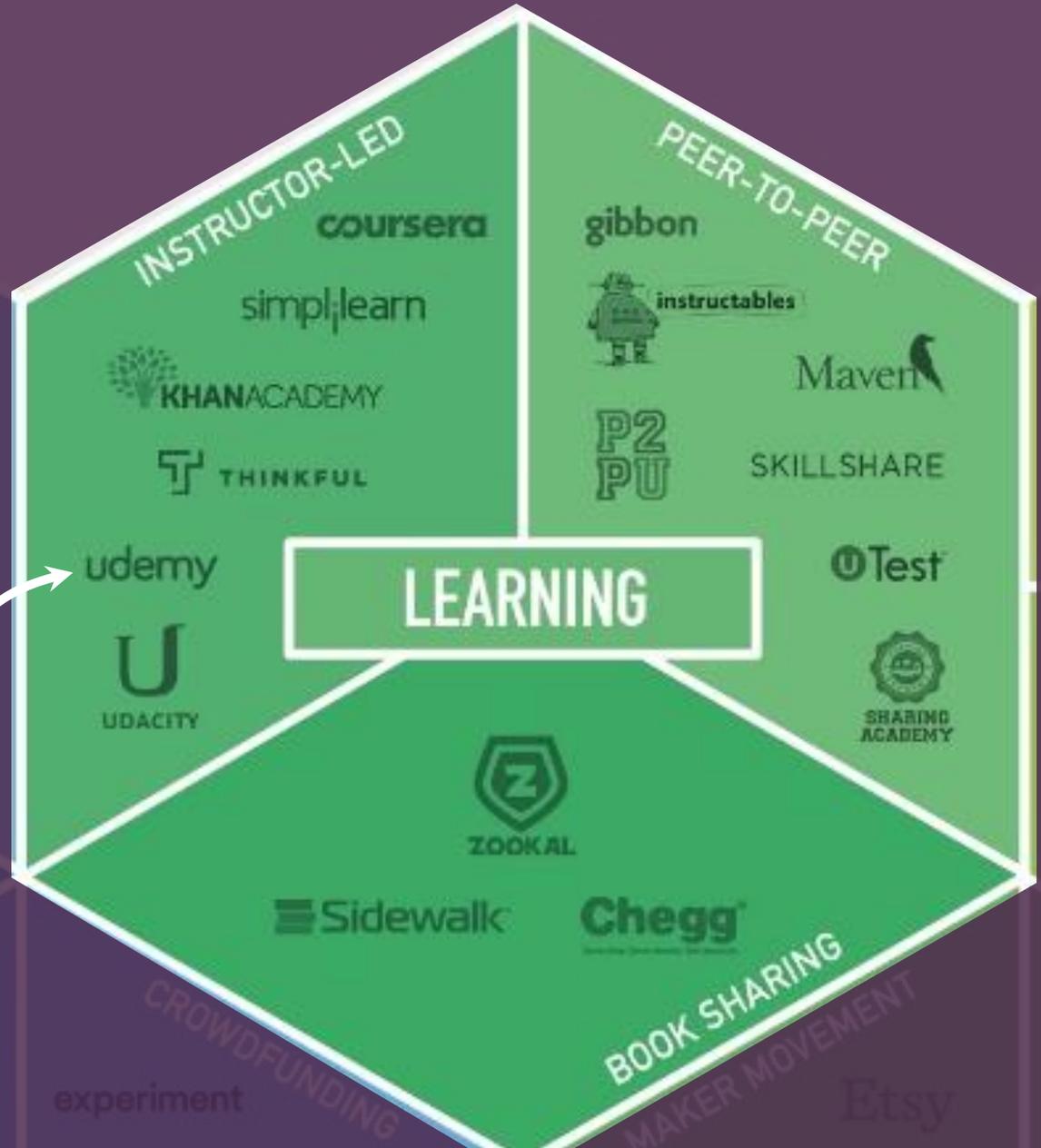




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Find the right instructor

coinbase

experiment

CROWDFUNDING

MAKER MOVEMENT

Etsy

ROCKSBOX

LOANER

CLASSP

ZO

BELT

beGL



How it works

We're not a bank. Instead, we connect borrowers with investors through our online marketplace.



Investors

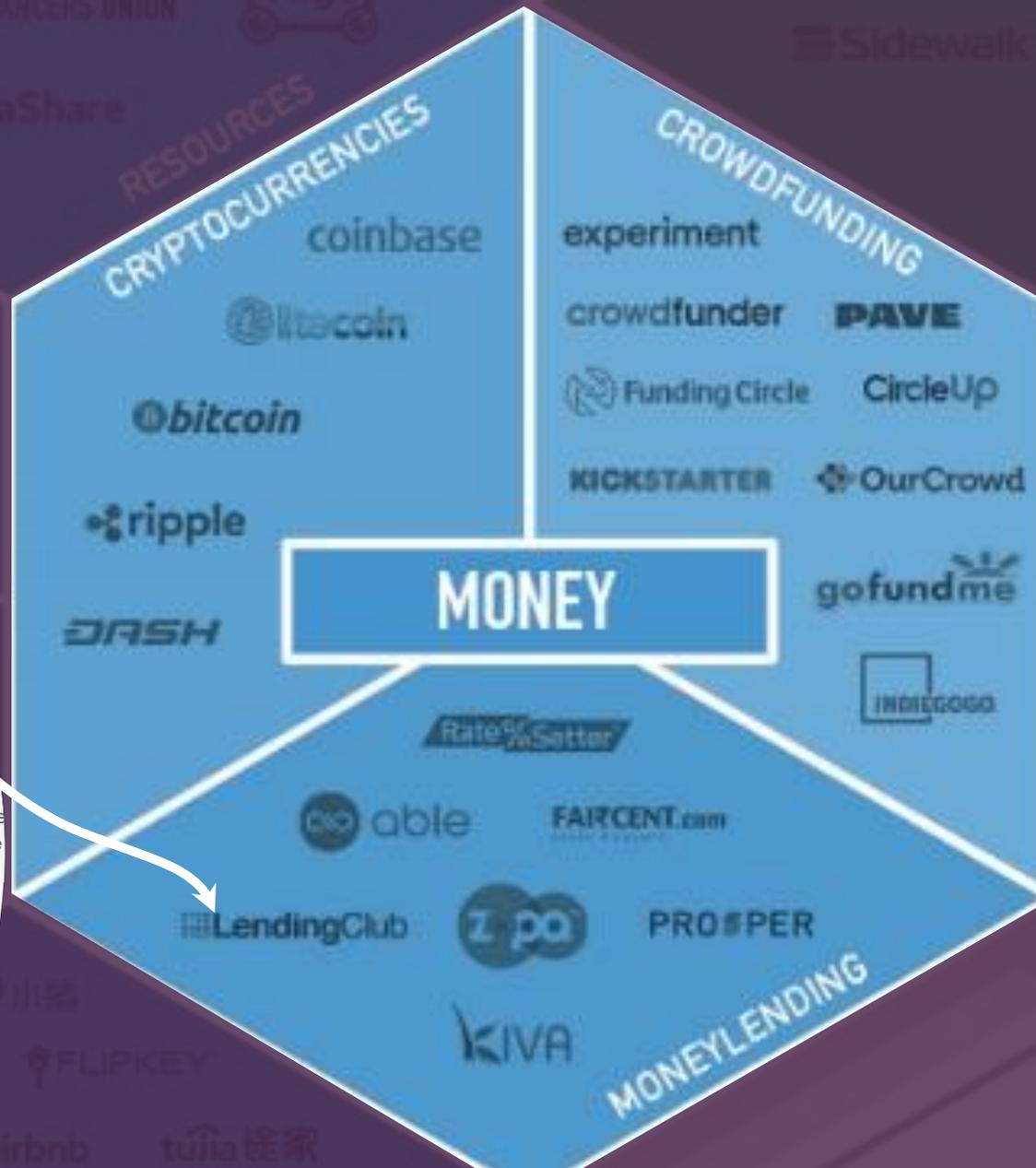
In exchange for solid returns, investors purchase Notes, which correspond to fractions of loans.

LendingClub

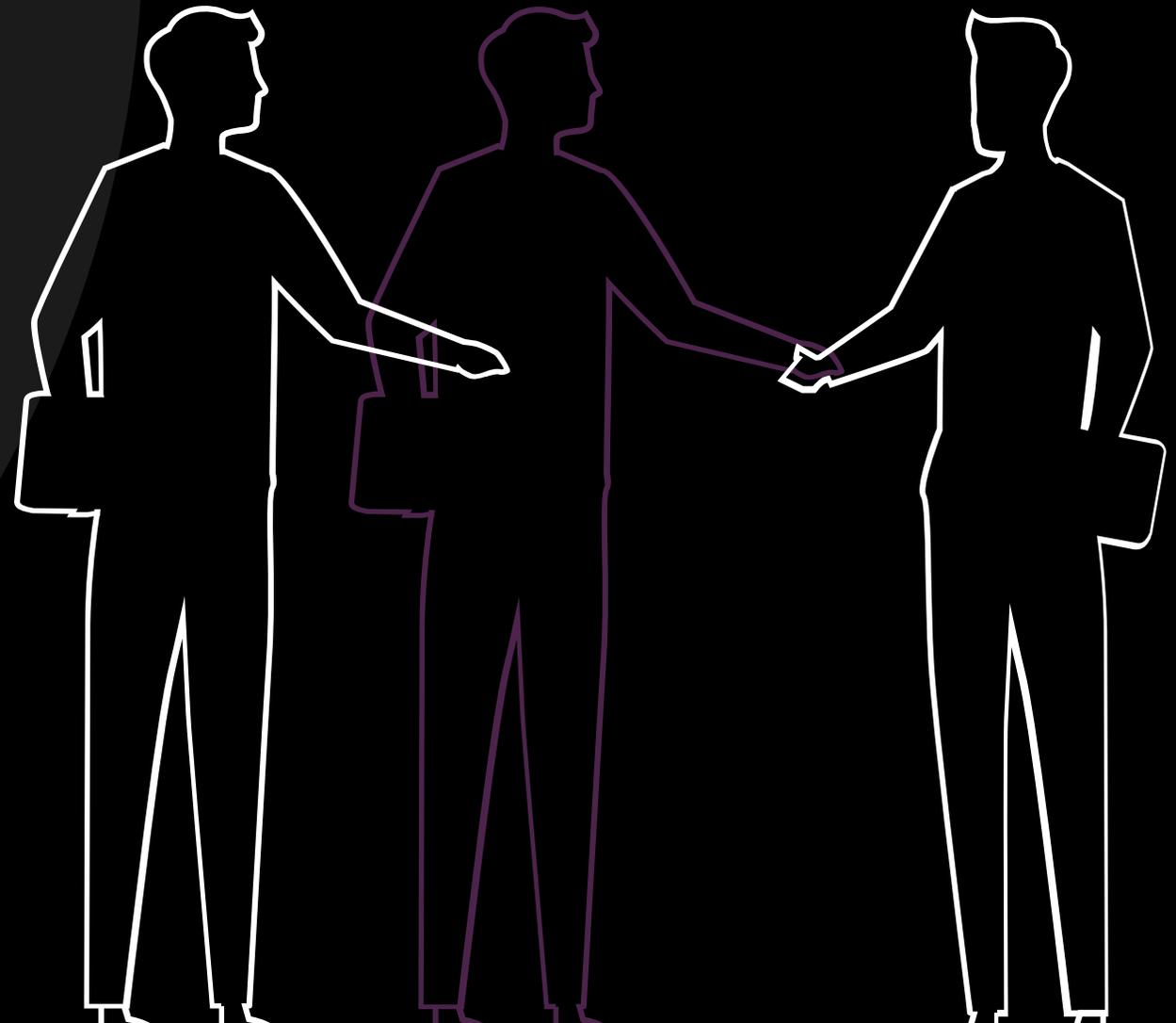
LendingClub screens borrowers, facilitates the transaction, and services the loans.

Borrowers

Borrowers use loans to consolidate debt, improve their homes, finance major purchases, and more.



Cut out the middle man

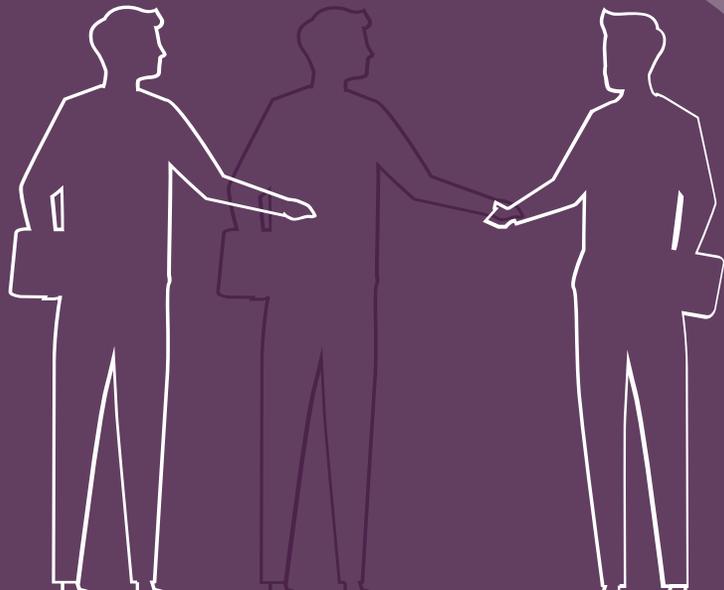


Value-add

**Curator of
information**

**Xxx-as-a-
Service**

Ecosystem





THE UBER ECOSYSTEM

How Uber was able to take root and disrupt an industry



Internet



e-payment



Connectivity



Cloud Infrastructure



Smartphones

Data Plans

UBER



think ecosystems

Platform vs Ecosystem



“I sell books”

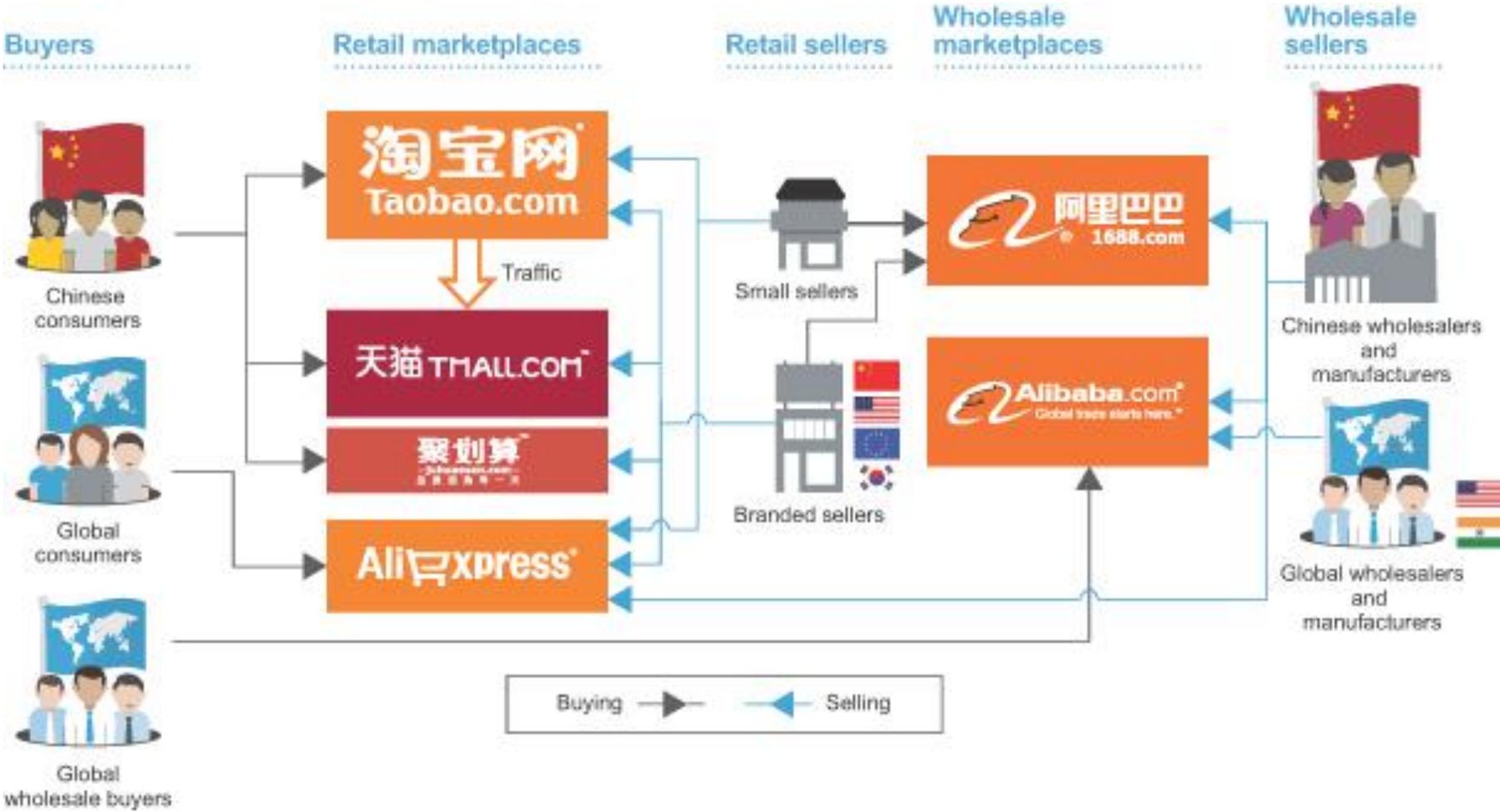


“I sell whatever I want”

Enabling retailers to create a personalized experience for each individual consumer across the globe

“We want to help small business grow by solving their problems”

- Jack Ma



help others grow



“

If you want 10,000 new customers, you have to build a new warehouse, hire people... for me? 2 servers

”

Jack Ma



**DIDI becoming
a fintech giant**

ecosystem

↔ **industries**

customer needs

↔ **company needs**

red ocean

↔ **blue ocean**

scale

↔ **branding**

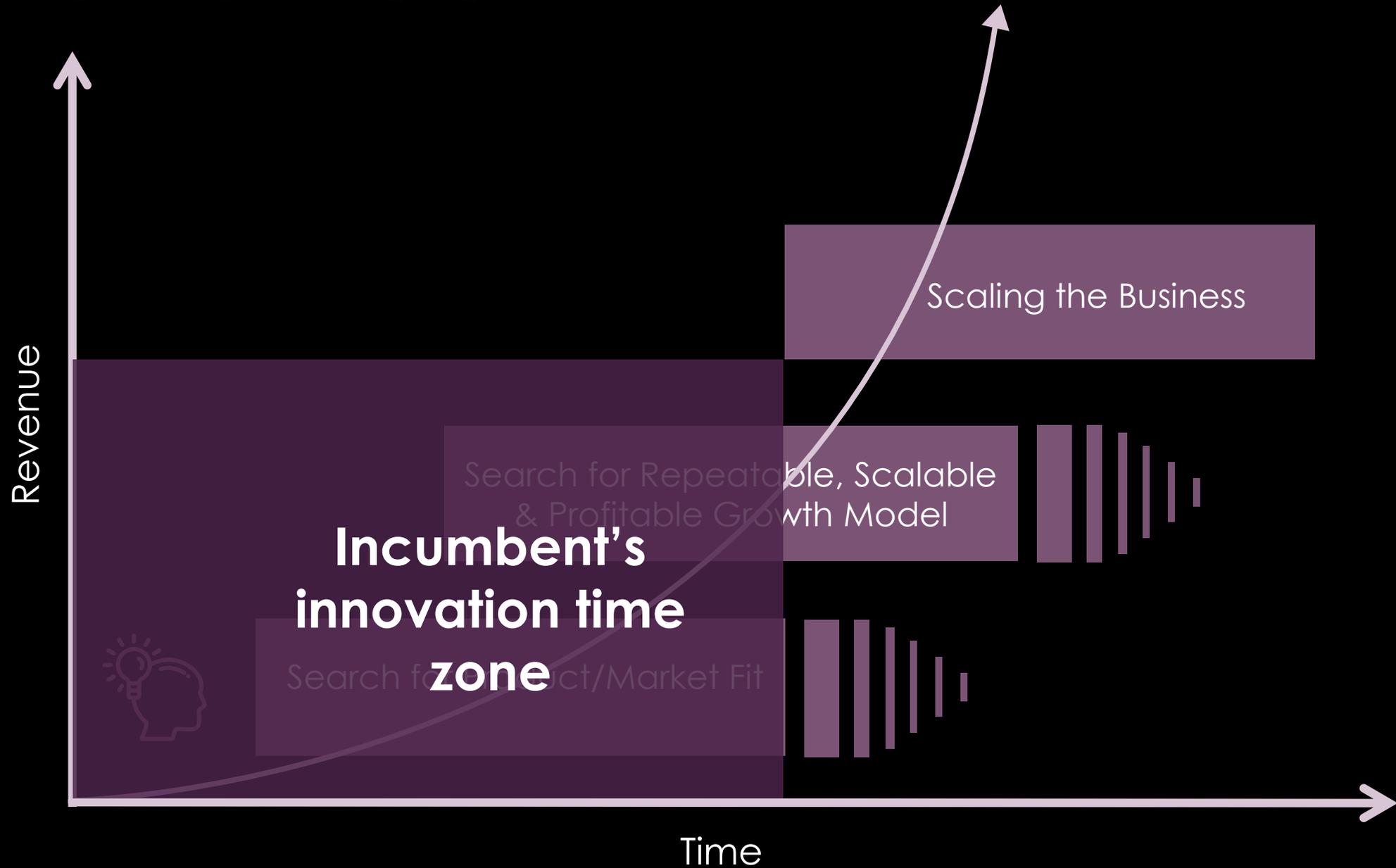
**action &
implementation**

↔ **talk of focus & strategy**

**THINK LESS
DO MORE**

↔ **THINK MORE
DO LESS**

STARTUP LIFECYCLE



A side-view mirror of a car is shown, reflecting a road with a car in the distance. The mirror is black and oval-shaped. The road is paved and has a white line on the right side. The background of the mirror shows a field of tall grass and trees under a blue sky with light clouds. A purple text box is overlaid on the bottom right of the mirror's reflection.

Objects in mirror are
closer than they appear

THE BATTLE FOR THE CUSTOMER

CX

COMES FIRST.



Customer EXPERIENCE

a customer's **PERCEPTION** of
his interaction with **any part**
of an organization

Influences **BEHAVIOUR**

Builds **MEMORIES**



Interactions = Touchpoints



Perception = Reality

Design  with the

Customer

in mind



HUGE shock





50% of the CX involves **EMOTIONS**



"Yes"

"No"



Take a look at
ALL of the
customer behaviour



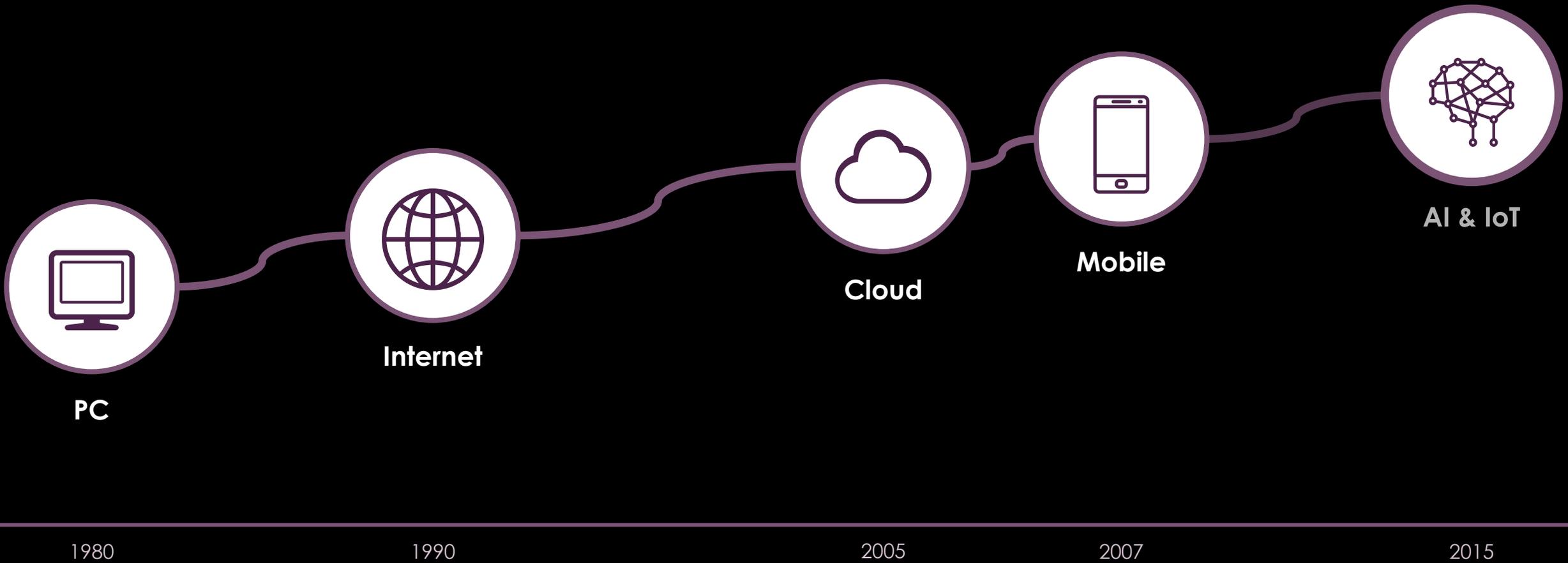


Big data



AI







“

*If you don't have an AI strategy,
you are going to die in the world
that's coming.*

- Devin Wenig, CEO eBay

”





**“Data is cheap
but it’s dumb.”**

-Peter Sondergaard
SVP, Research, Gartner





“Companies will be valued not just on their big data, but on the **algorithms** that **turn that data into actions** and impact customers.”

- The Arrival of Algorithmic Business, 2015



Algorithms already influence



Who we talk
And listen to



What we
Listen to



Where we
Drive



Uber



What we
Watch



NETFLIX



Who we vote
For



Algorithms already influence



Who we date



tinder™



What we read



amazon.com



Where we eat



Google

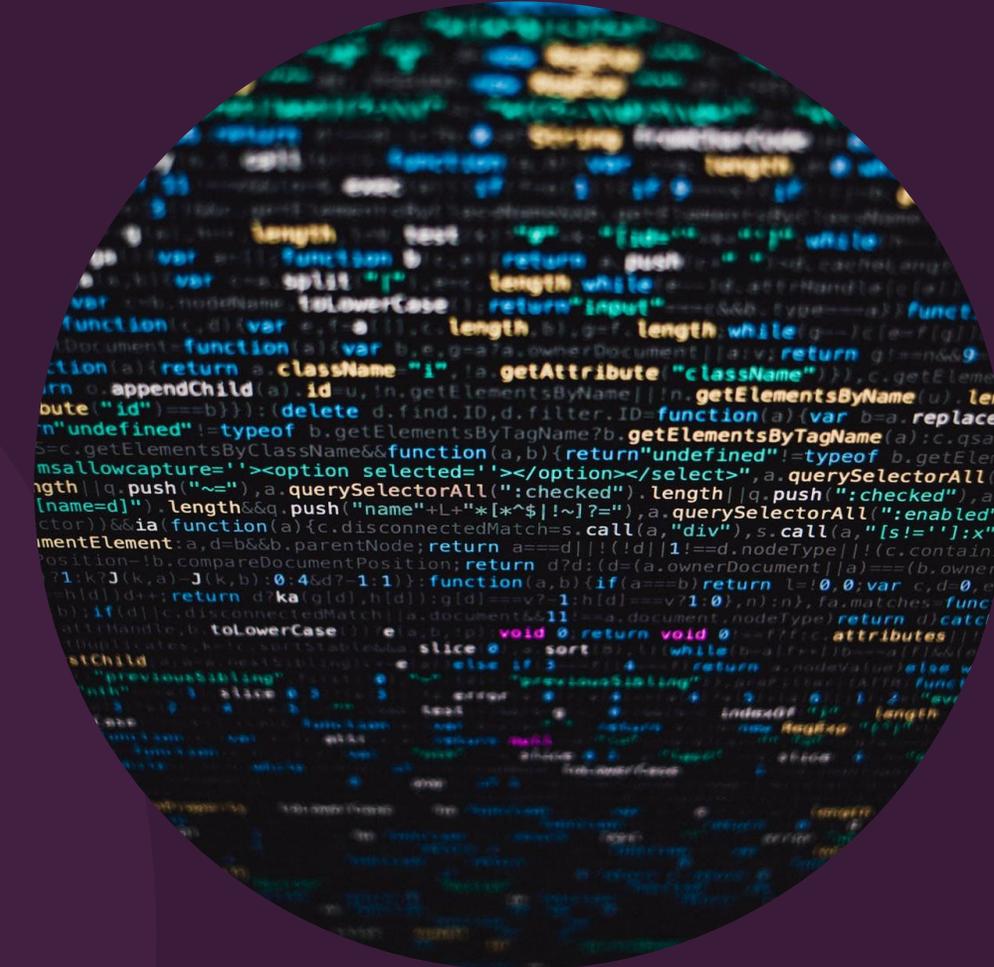


How much we pay



Booking.com

Analytics vs. Algorithms



Analytics vs. Algorithms

Level of Intelligence



Past

Present

Future





Process optimization



Forecasting



Customer Service



Diagnostics

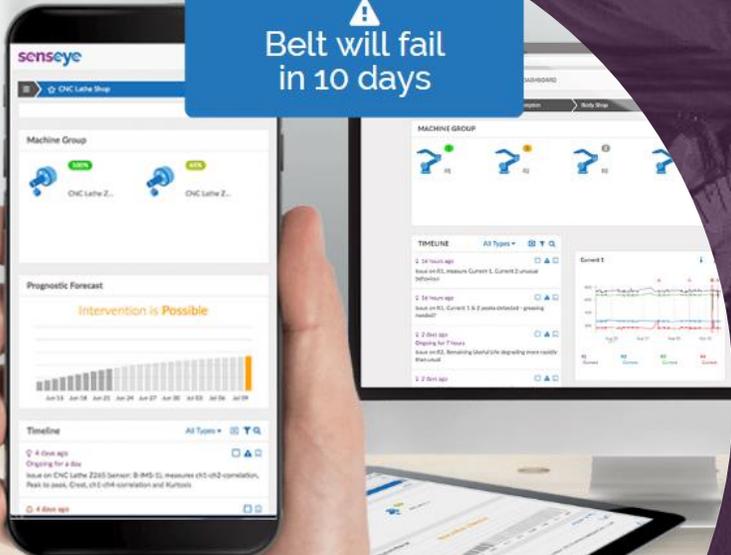


Sales



Machines don't have to break.

 Belt will fail in 10 days



More data

Even more
Sales



Smarter
Algorithms

Happier
Customers

Smarter
Products & Services

More data

Even more
Sales

**Smarter
Algorithms**

Happier
Customers

Smarter
Products & Services



More data



Even more
Sales

Smarter
Algorithms

Happier
Customers

**Smarter
Products & Services**



More data



Even more
Sales

Smarter
Algorithms

**Happier
Customers**

Smarter
Products & Services



More data

Even more
Sales

Smarter
Algorithms



Happier
Customers

Smarter
Products & Services

“AI’s Virtuous Cycle”

More data

Even more
Sales



Smarter
Algorithms

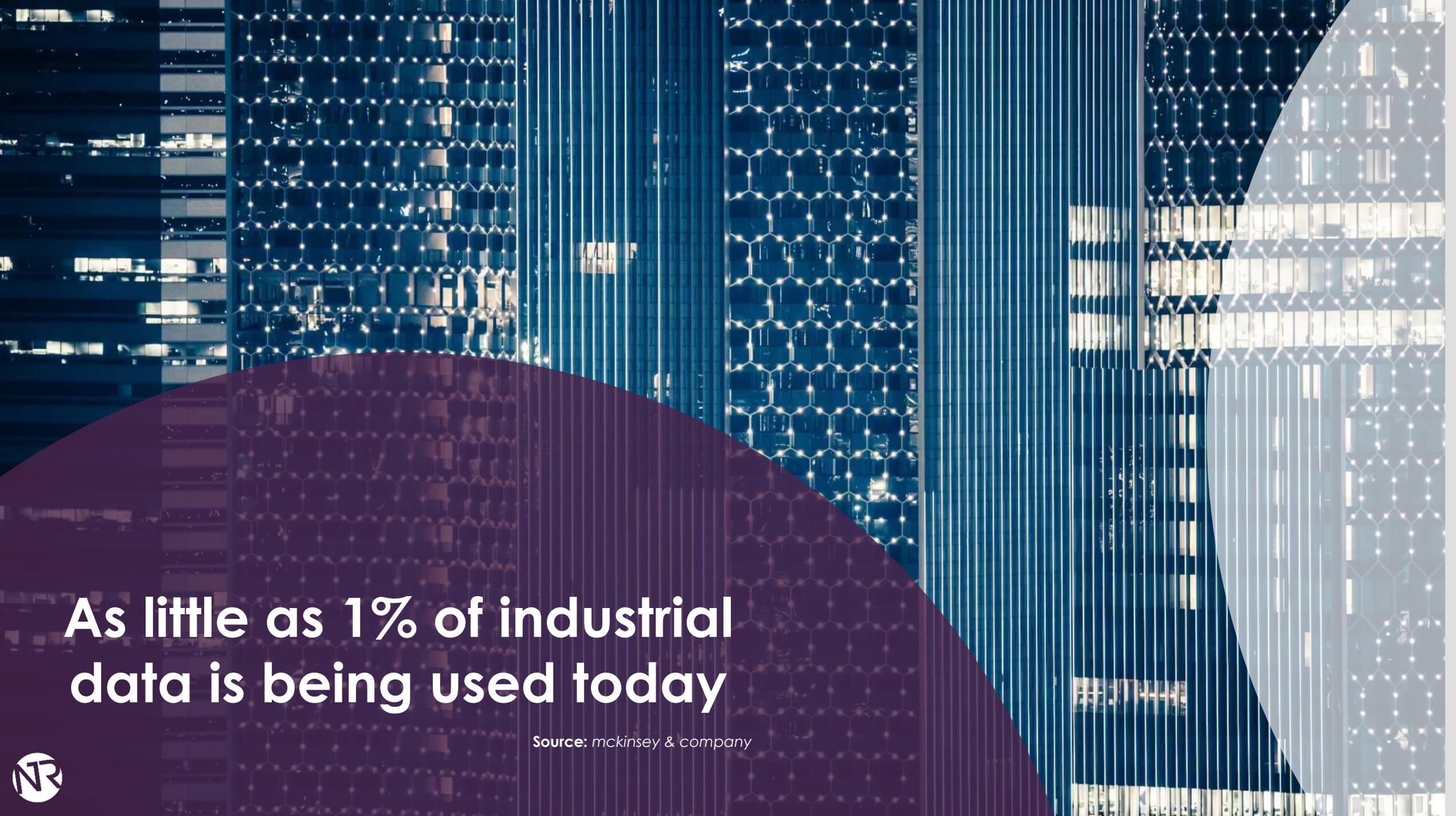
Happier
Customers

Smarter
Products & Services



**Monetize
the data**





**As little as 1% of industrial
data is being used today**

Source: mckinsey & company





WTF?
What is the Future?

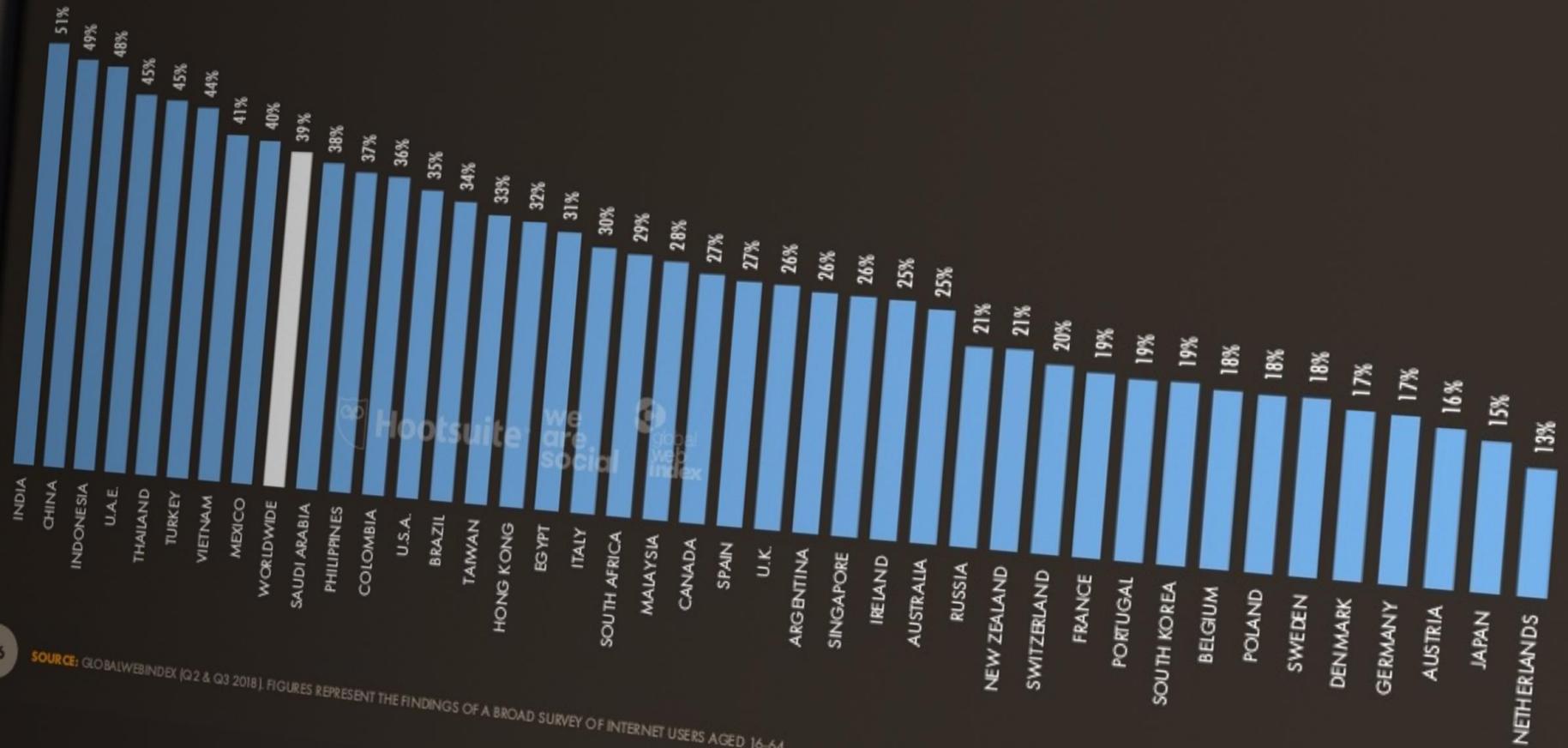
iPhone of the
next decade



JAN
2019

USE OF VOICE SEARCH & VOICE COMMANDS

PERCENTAGE OF INTERNET USERS IN TOP ECONOMIES WHO REPORT USING VOICE-CONTROLLED FUNCTIONALITY (ANY DEVICE)



56

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

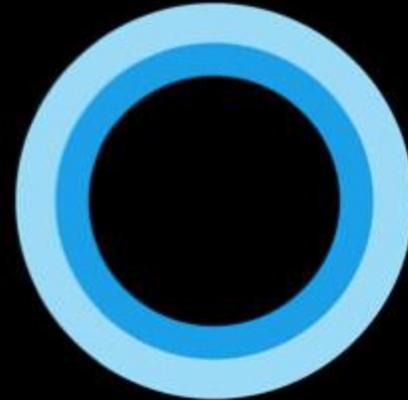
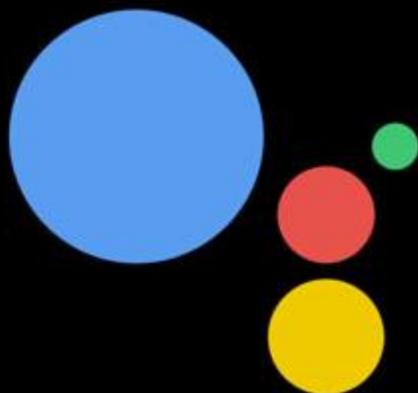


Web	10
Mobile	3
Voice	1

50% VOICE
by 2020

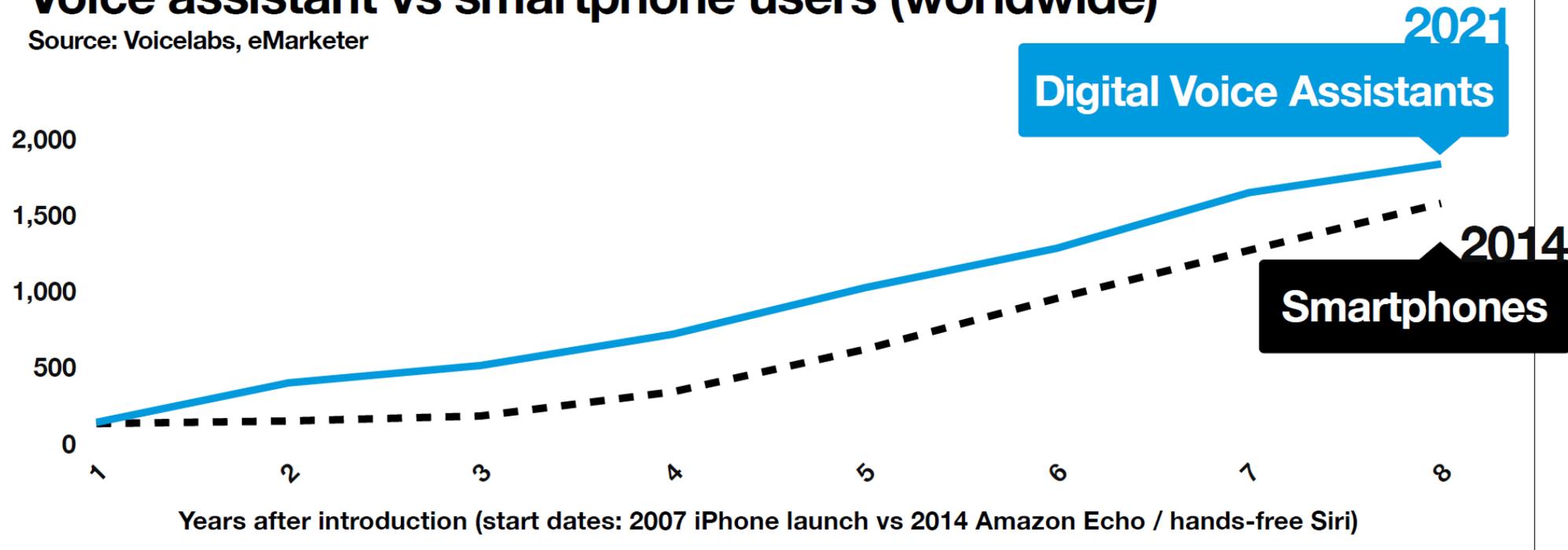


A shift of trust



Voice assistant vs smartphone users (worldwide)

Source: Voicelabs, eMarketer



Outpacing
smartphones



Google Assistant



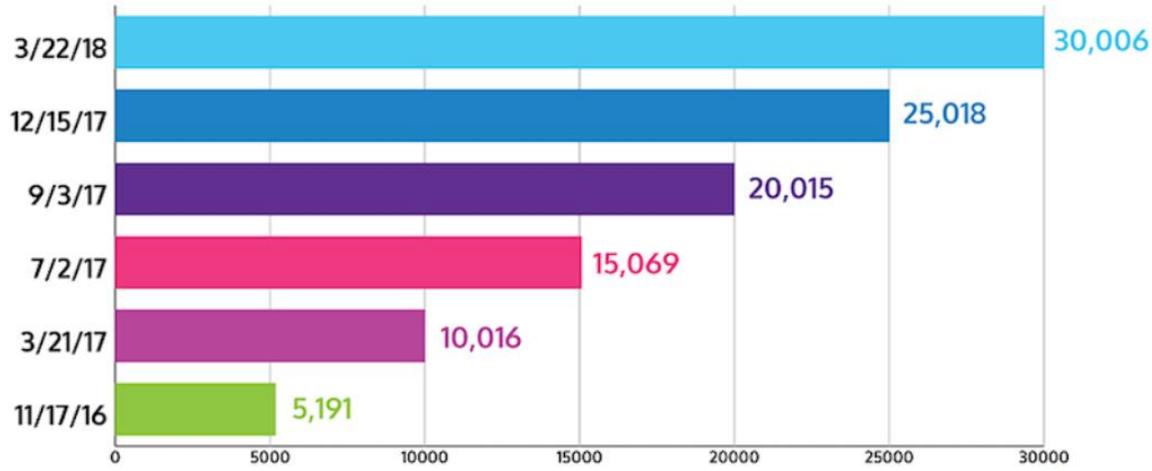
Hey Siri



=



ALEXA SKILL MILESTONES Updated March 2018



Source: Voicebot.ai

voicebot.ai



Opportunity knocks!



BCI





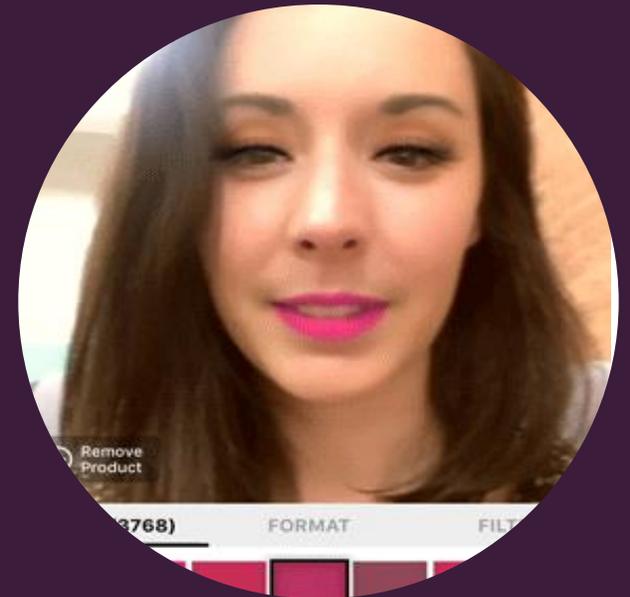
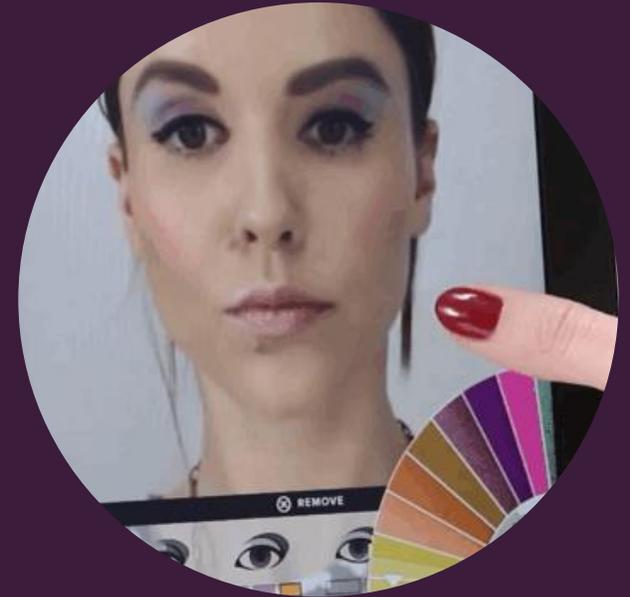
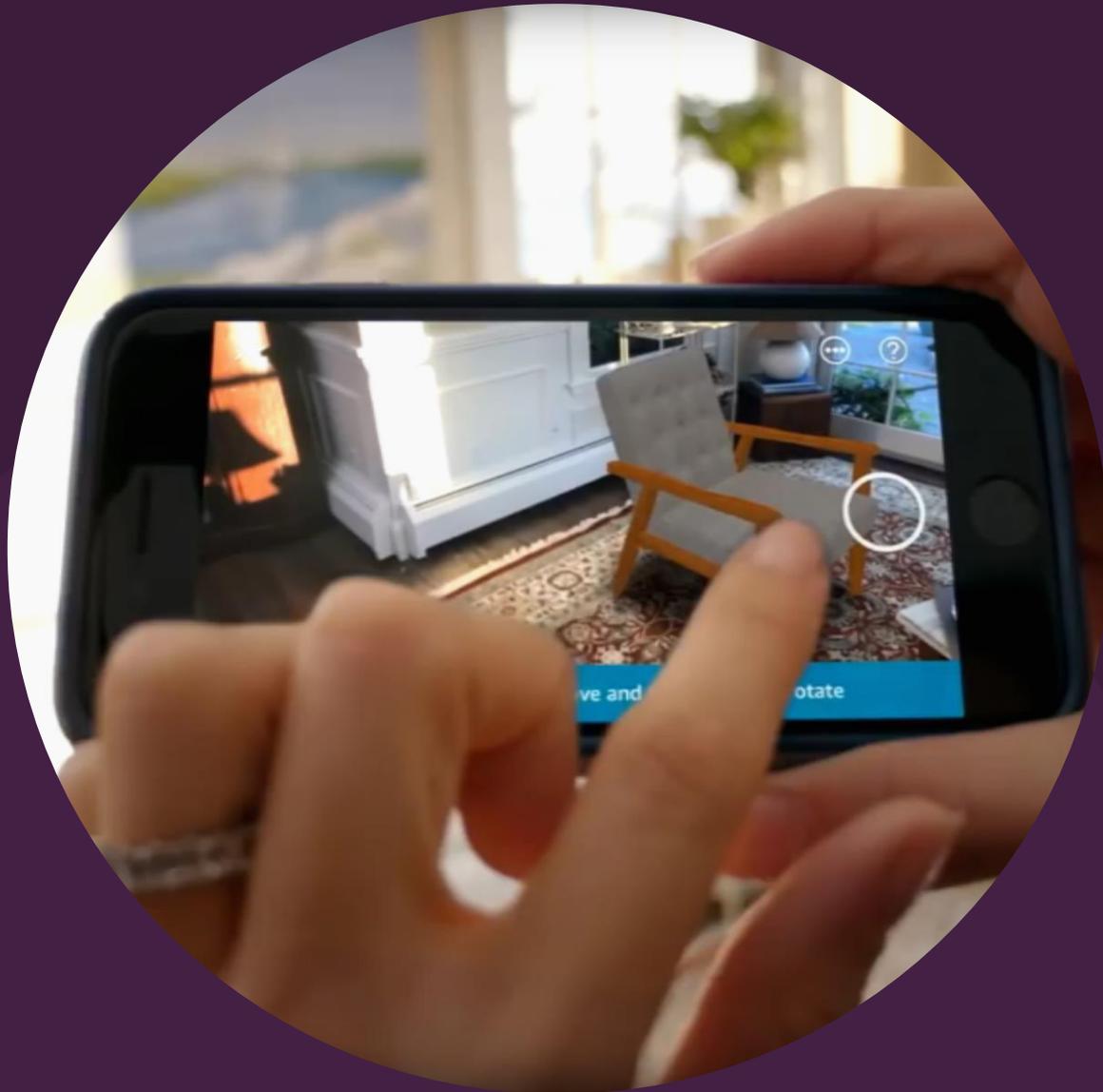
**If you think “going forward” it will move forward.
If you want it to move to the right or to the left,
it will move from the left or right.**



virtual reality



augmented reality



huge
opportunities





- i**nformed
- i**ndividualistic
- i**mpatient
- i**nfluenced
- i**ntuitive



The

Customer

expects **extreme**

Transparency

Personalization

Convenience

Speed

iT21



Security



Security
Privacy



Blockchain



Blockchain



**Blockchain
will establish
TRUST**



Blockchain's current state

AIRBNB

FACEBOOK

NETSCAPE

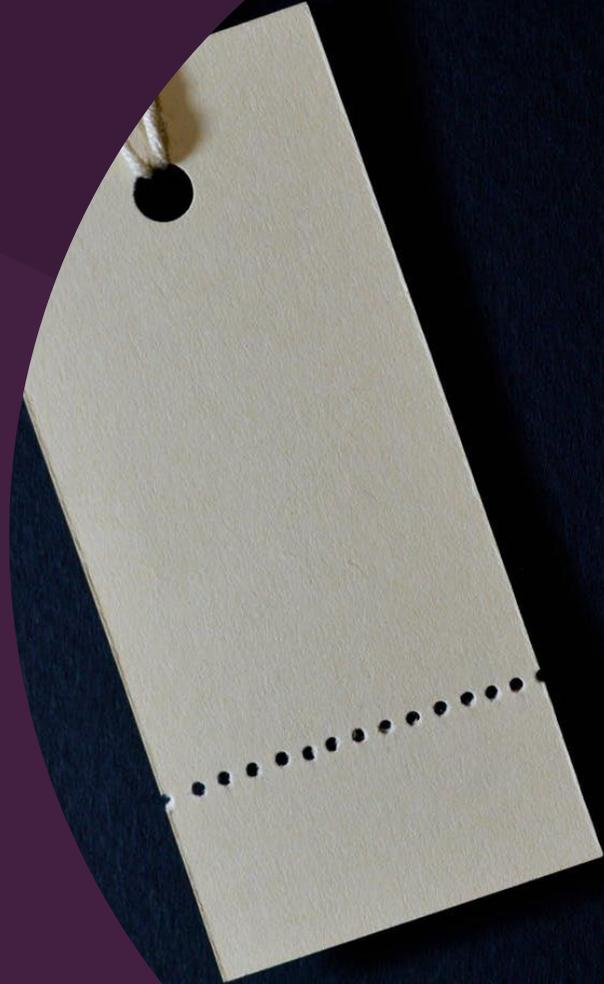
TCP/IP, HTTP, FTP

INTERNET

WE ARE HERE

BLOCKCHAIN

Security
Privacy
Pricing



Mi
2i



in business

in sales

in health

in hospitality

in manufacturing

in education...

Personalized Shoes



Personalized Food

Protein
SEEKER
✂

34%
PROTEIN



VEGGIES
64%

Your
HERO FOODS
CAULIFLOWER, MUSHROOMS,
BROCCOLINI

CALS
390



Precision Medicine



Precision Marketing



THE VALUE OF PERSONALIZATION

Relevance x Timeliness x Integrity

Personal Information x Effort

CONVENIENCE
IS THE NEW

Loyalty





Fictionless

Accessible

Subscription

Technology

**Convenience
augmented**



AT&T LTE 12:03 PM 70%

UBER

PICKUP LOCATION
817-821 Lexington Avenue

2 MIN SET PICKUP LOCATION



API-based selling

Find and Connect to the World's Top APIs. [See How](#)

Search for the API you need

For Developers

For API Providers

Categories

- Commerce
- Communication
- Data
- Devices
- eCommerce
- Education
- Email
- Entertainment
- Finance
- Financial
- Food
- Gaming
- Location
- Machine Learning
- Mapping
- Media
- Medical

Most Used APIs

All Time | Today



Pinterest

Add pins, follow and display options to your app

● Healthy 🏆 dimas ☆ 4

3M ▲



YelpAPI

Access local businesses data from the Yelp database.

● Healthy 🏆 serg.osipchuk ☆ 5

1M ▲



Random Famous Quotes

Get a random quote in JSON format. Current categories are: - famous

● Healthy 🏆 andruxnet ☆ 4

411K ▲



Free Natural Language Pro...

100% free service including sentiment analysis, content extraction, an...

● Healthy 🏆 loudement ☆ 3

373K ▲

Add your API



Add your API
to our marketplace

Featured API



World Cup 2018 Live S...
Paid



108

● Healthy

🏆 heisenbug



Skyscanner Flight Sear...
Free



107

● Healthy

🏆 skyscanner



SendGrid
Freemium





Search for shoes, clothes, etc.

SEARCH

MY CART

Women ▾

Men ▾

Kids ▾

Departments ▾

Brands ▾

Sale ▾

Sign In / Register

Bravo, Boot Season!

Cheers to sublime textures and bold hues.

SHOP NEW ARRIVALS



101019-Jaisalmer-Jod
 101031-Udaipur-Goa
 101102-Goa
 dia-abend
 dia-abend.blog
 Für-das-Bloo

04-delhi-ventilator.JPG	04-delhi-ventilator.JPG	JPG F...	3 MB	21.11...	11.
05-delhi-northern-palace-fe...	05-delhi-northern-palace-fens...	JPG F...	3 MB	21.11...	11.
06-delhi-northern-palace-ve...	06-delhi-northern-palace-versi...	JPG F...	3 MB	21.11...	11.
07-delhi-humuyans-tomb.JPG	07-delhi-humuyans-tomb.JPG	JPG F...	2 MB	21.11...	12.
08-delhi-eichhoemchen.JPG	08-delhi-eichhoemchen.JPG	JPG F...	2 MB	21.11...	12.

RegEx (1) **Repl. (3)** **Remove (5)** **Add (7)** **Auto Date (8)** **Numbering (10)**

Match Replace Include Ext. Match Case

File (2) **Case (4)** Name Excep.

Digits High Trim D/S Accents Chars Sym. Lead Dots

Move/Copy (6) Sep.

Append Folder Name (9) Name Sep. Levels

Extension (11)

Selections (12) Filter Folders Hidden Files Subfolders Name Len Min Max Path Len Min Max

Match Case Files Subfolders

New Location (13) Path Copy not Move

**** Working on multiple computers? Synchronize your files across computers with ViceVersa PRO. [Click Here To Find Out More ...](#)**

187 Objects (0 Selected) Favourite D:\bilder\2010-Max-Indien\dia-abend.blog



Prime Members
Save 20%
on Diapers Subscriptions

> [Shop now](#)

 **subscription**

The subscription for high-quality home appliances

Save your clothes and the world with Miele washing machines, tumble dryers and dishwashers

The Bundles subscriptions

Washing machine



[View offer](#)

Tumble dryer



[View offer](#)

Dishwasher



[View offer](#)

Coffee



[View offer](#)



subscription



02.04.19

Would you rent Ikea furniture? Subscription plans are coming

Ikea is testing a new model in Switzerland: Renting out furniture rather than just selling it. Think of it as Netflix for chairs.



ubscription





* ZERO CLICKS *



Technology





Fictionless

Accessible

Subscription

Technology

**Convenience
augmented**





Speed of delivery





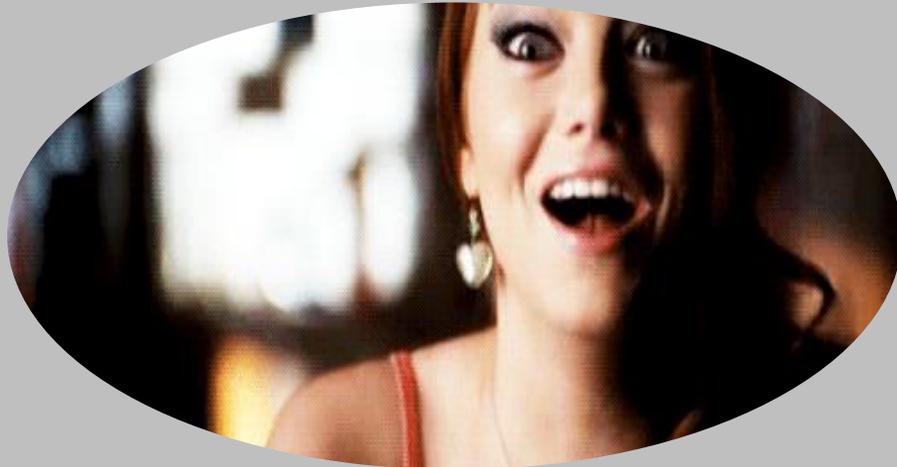
**LIKELY TO CONTINUE
BEING A CUSTOMER**

LOW EFFORT

91%

HIGH EFFORT

4%





YES,
WE CLEAN UNDER HERE TOO!

DIAMOND RESORTS
INTERNATIONAL
Stay Vacationed.

Wifi Password

$$P(m \geq \frac{N}{2}) = \sum_{m=\frac{N}{2}}^N \binom{N}{m} (0.25)^m (0.75)^{N-m}$$

COME IN & TRY
THE WORST SALAD
ONE WOMAN ON
TRIP ADVISOR
EVER HAD
IN HER LIFE.

Value



Time

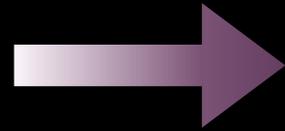


Money



Emotion

**make
people
want
things**



**make
things
people
want**



The

Customer

expects **extreme**

The most
Trustworthy
Relationship

Transparency

The most
Personal
Experiences

Personalization

The most
Ultimate
Simplicity

Convenience

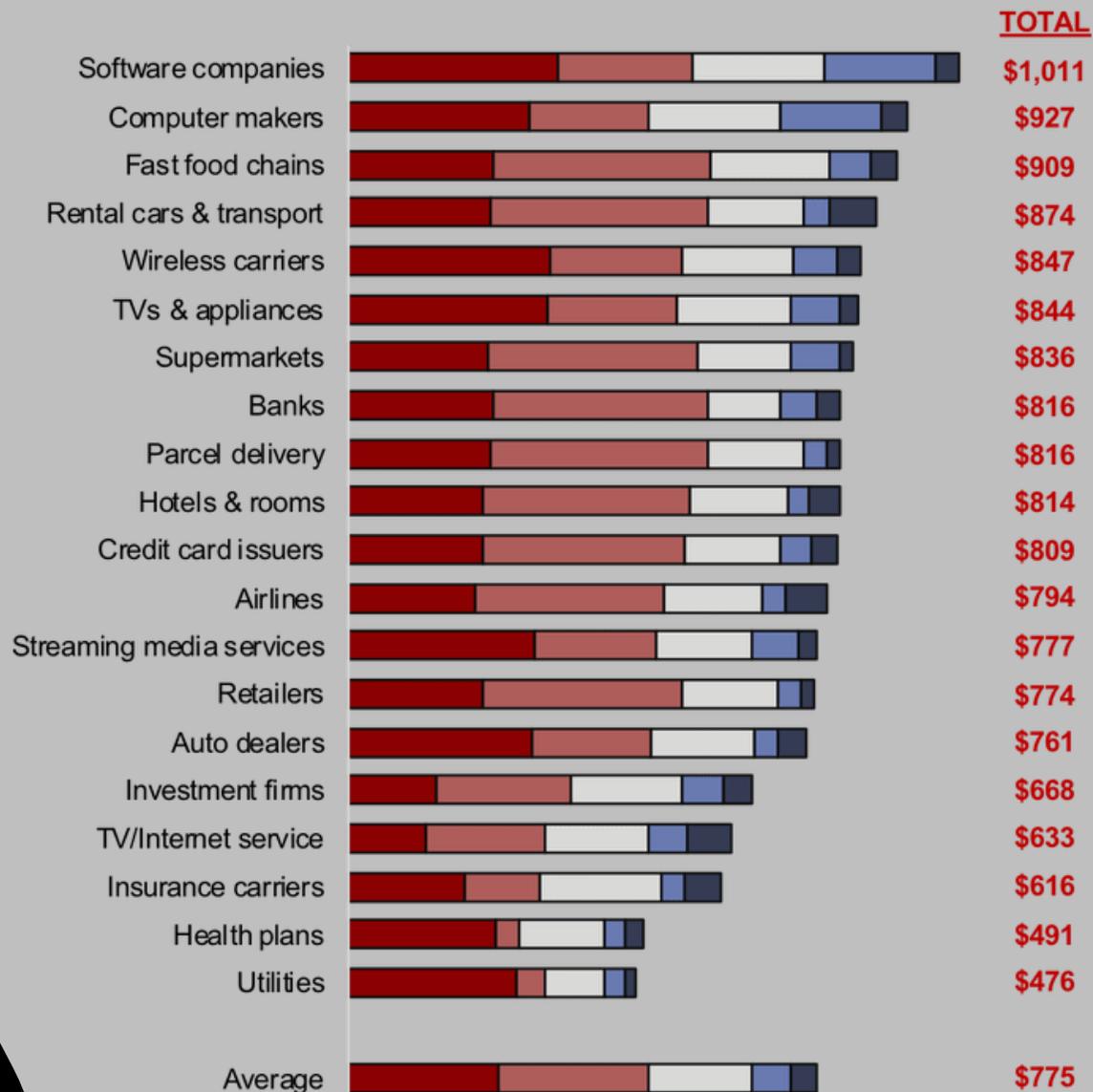
On-demand
Services and
Products

Speed

Revenue Increases From A Moderate Improvement in Customer Experience

Additional revenues over 3 years for a typical company with \$1 billion in annual revenues (\$ million)

■ Retain Sales ■ Additional Sales □ Word of Mouth ■ New Products ■ Forgiven Mistakes

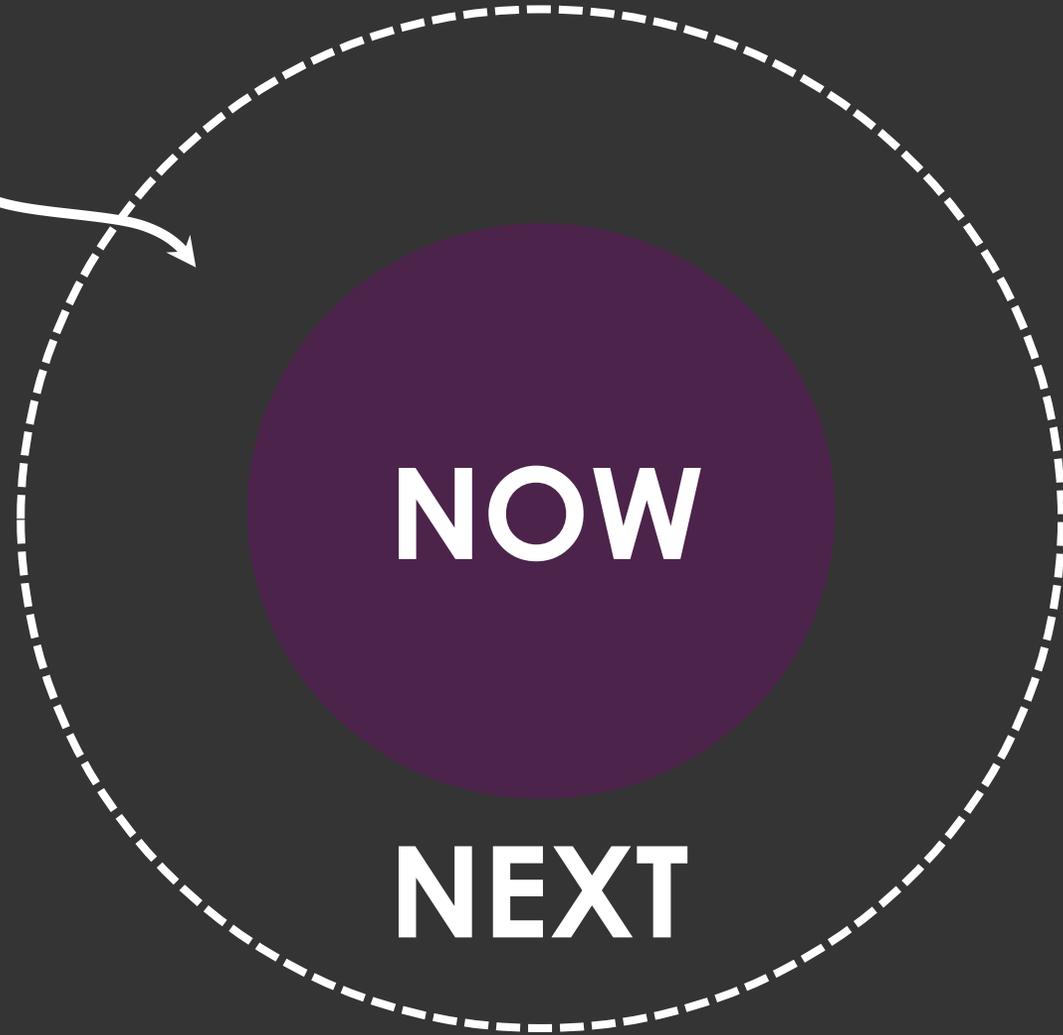


+21% YoY

CX
PAYS

Source: Temkin Group

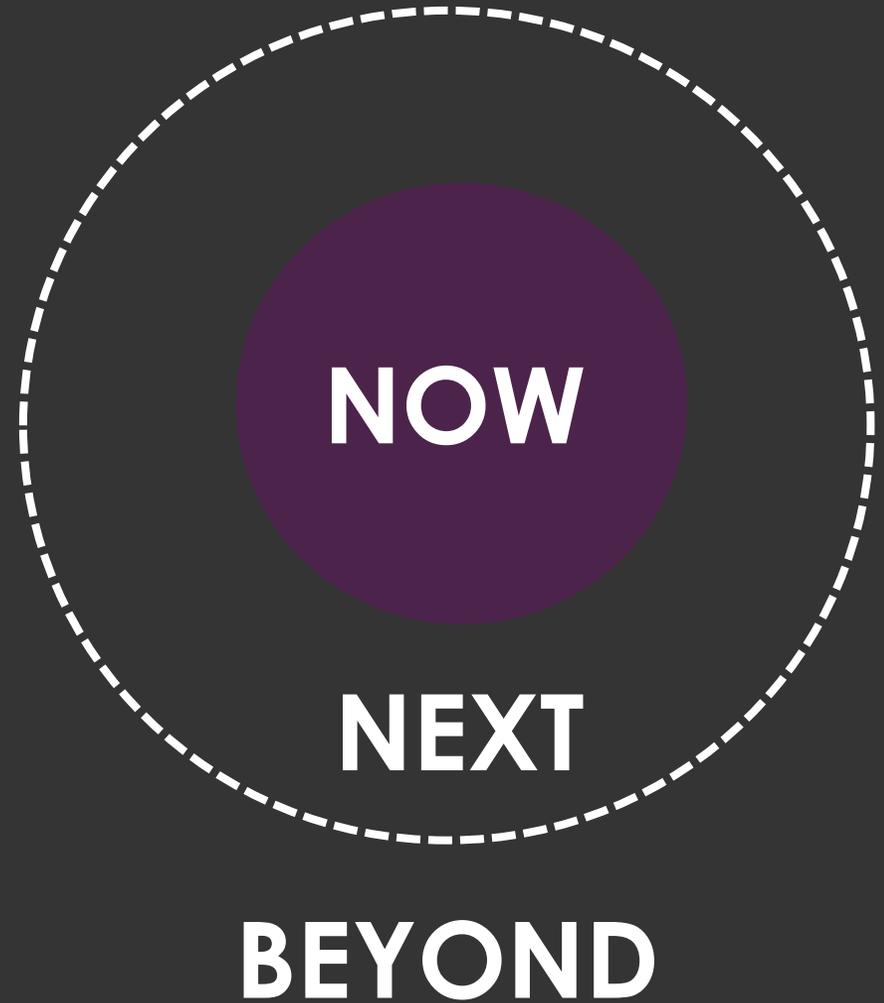
3 LEVELS OF INNOVATION

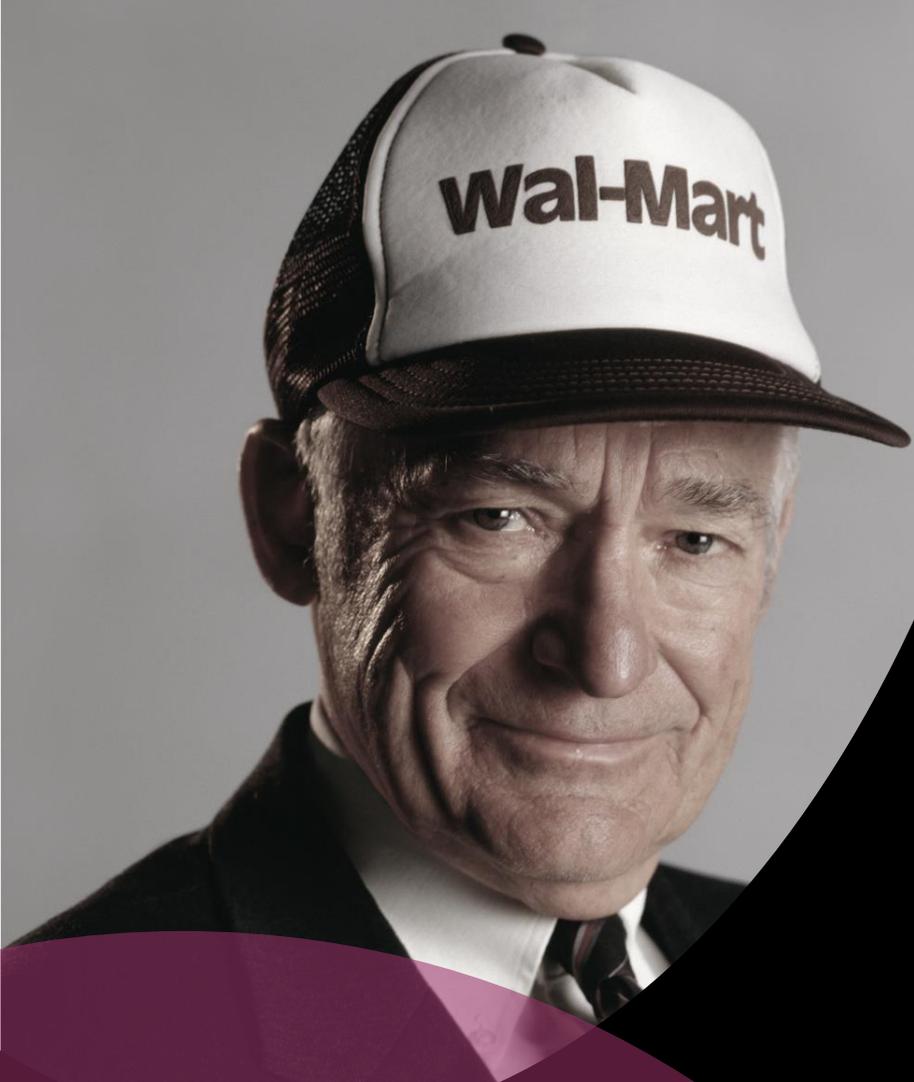


BEYOND



THE CUSTOMER
SHOULD BE IN ALL



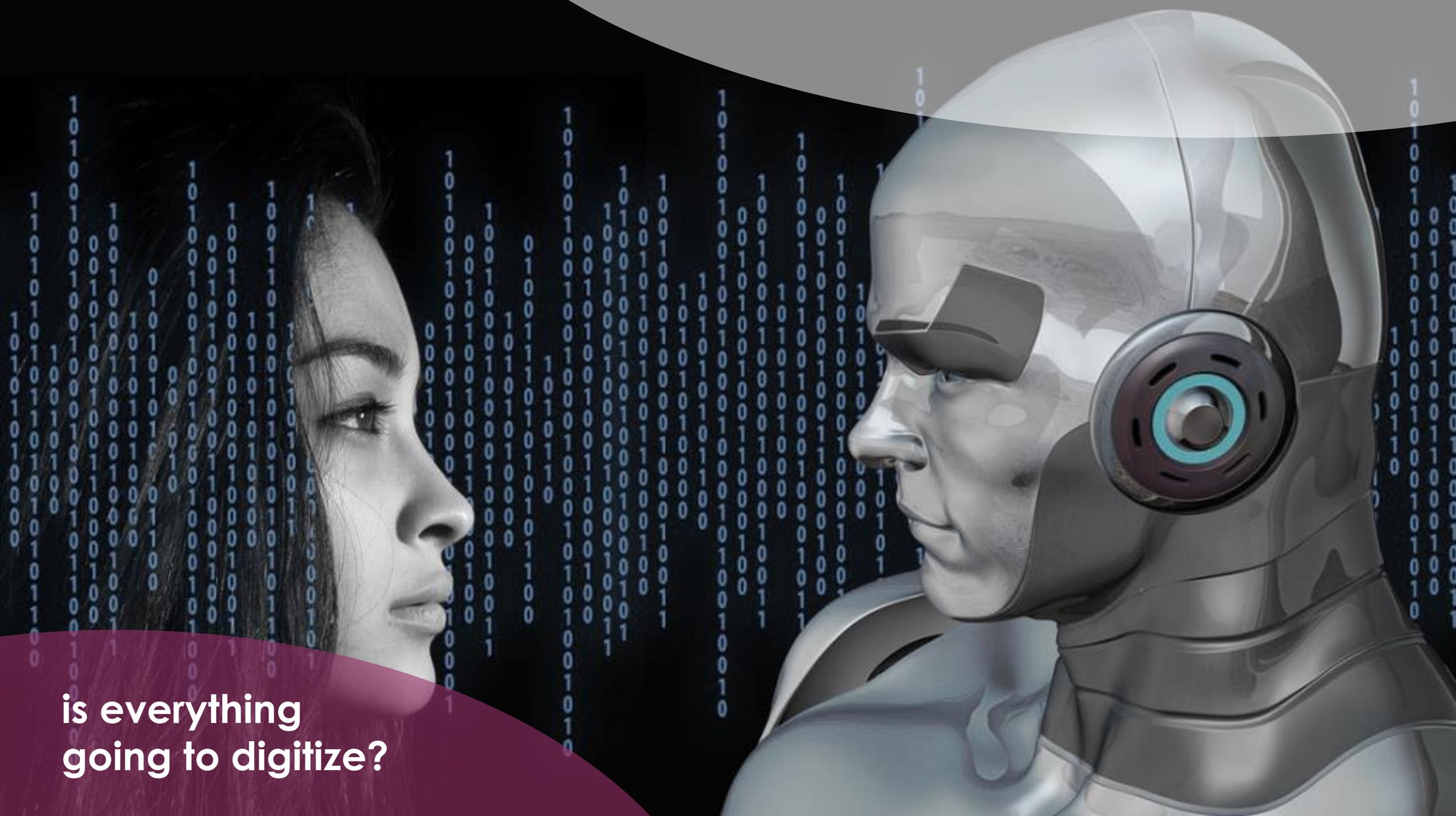


“

There is only one boss.
The customer.

And he can fire everybody in
the company from the
chairman on down,
simply by spending his money
somewhere else!

”

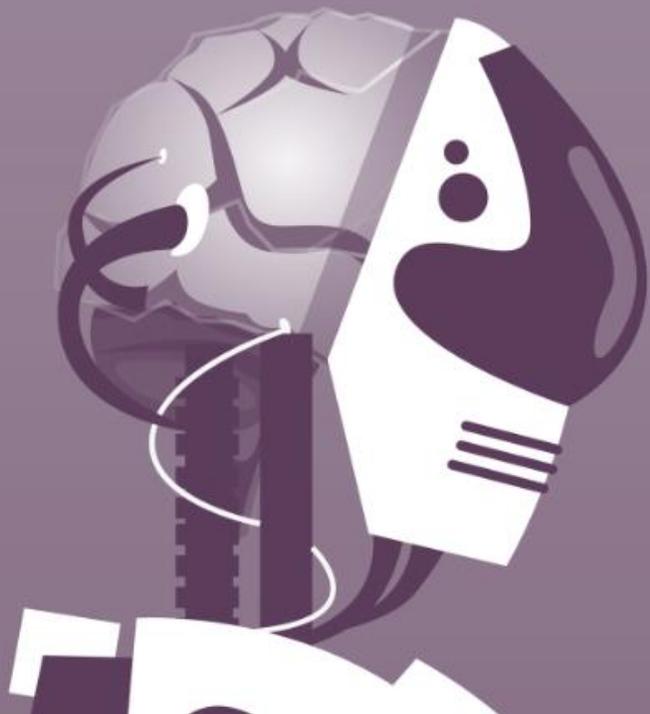


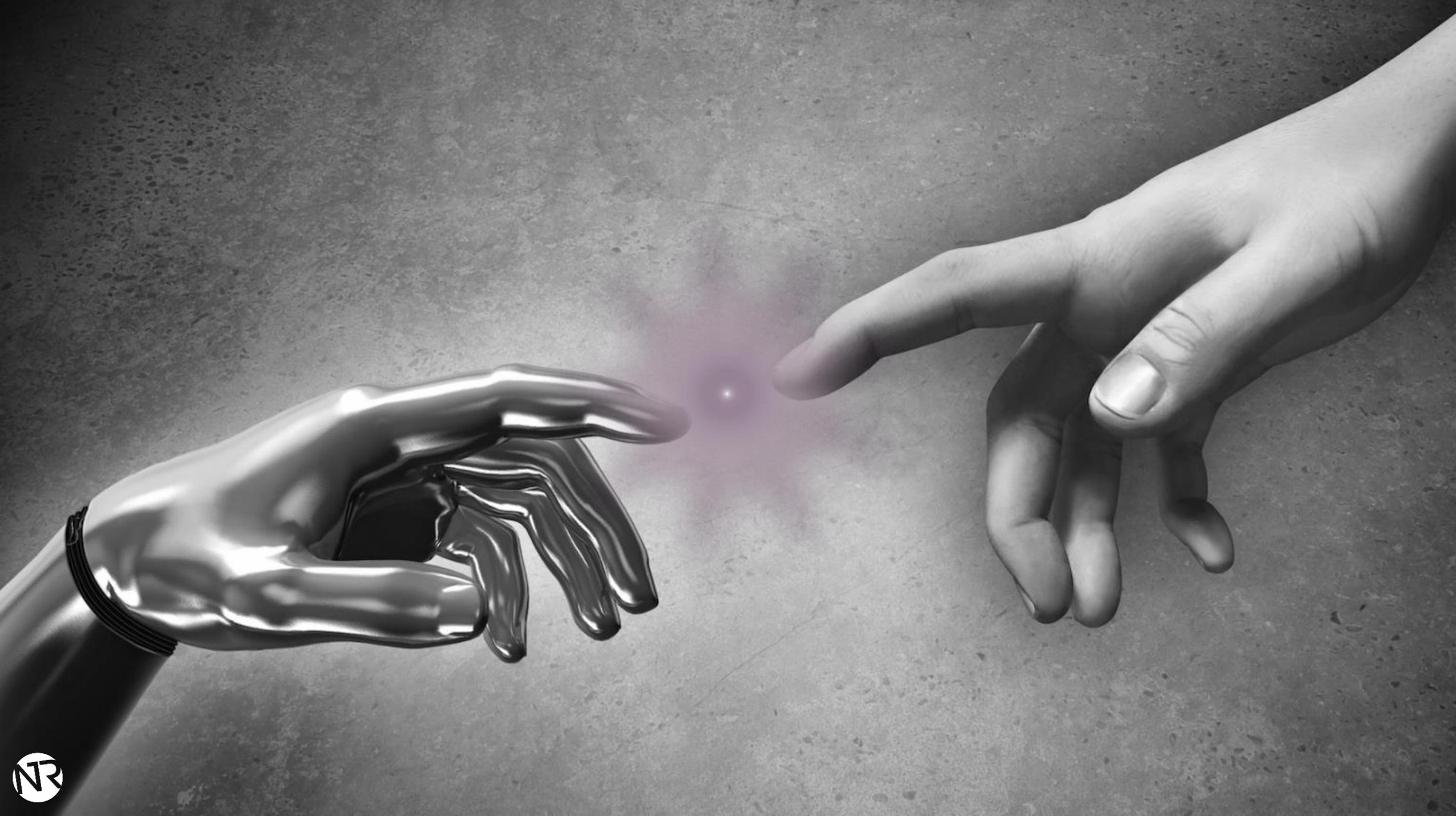
is everything
going to digitize?



Man WITH machine

AI → IA







of businesses compete on CX

N **EX** T



**Starts with
CULTURE**

Attitudes + Actions



Beliefs & Ideas

Behaviours & Decisions



“Culture is what people do when no one is looking.”

Herb Kelleher, Southwest Airlines

“Culture eats strategy for breakfast.”

Peter Drucker

Culture is the way you think, act, and interact.

“Culture is the glue that either keeps us doing things well or keeps us doing things poorly.”

Ethan Bernstein, Harvard Business School

“Culture is the character of an organization.”

Tony Shieh, Zappos



CULTURE



BRAND



BLENDING!



Culture myths



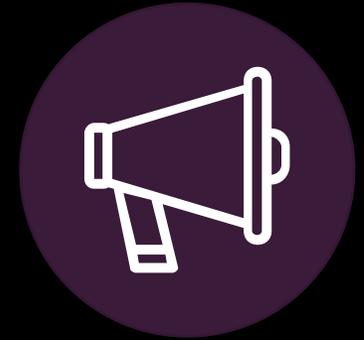
Culture building is
HR responsibility



It's all about
parties & perks



Culture grows
organically



Culture can be
imposed

Passion & Purpose

WHY

Brand AND business



A bronze statue of Walt Disney in a suit, holding the hand of Mickey Mouse. The background shows a large crowd of people, many wearing Mickey Mouse ears, in front of a castle. A large purple circle is overlaid on the right side of the image.

Core values

Employee AND Customer engagement

HOW



value alignment

Trust
Partnership
Innovation
Performance

**OUR
VALUES**

Lead CULTURE

Culture does
not just happen



Lead CULTURE = communication



Speaking

Ongoing
Accessible
Relevant



Listening

Connected



Doing

WALK (29%)*
the
TALK (83%)*

**Source: Gartner*

Lead CULTURE



Culture needs to be
organization-wide

Lead CULTURE



Culture needs to be
diverse



“If you want your company to operate with wisdom, with care, then women are the best”

Jack Ma

THIS IS AN AD FOR MEN

Hire more women in leadership roles. We're all worth it.

Profitability

+15%*

Revenue
with female
leaders.



Quota of women

0%

10%

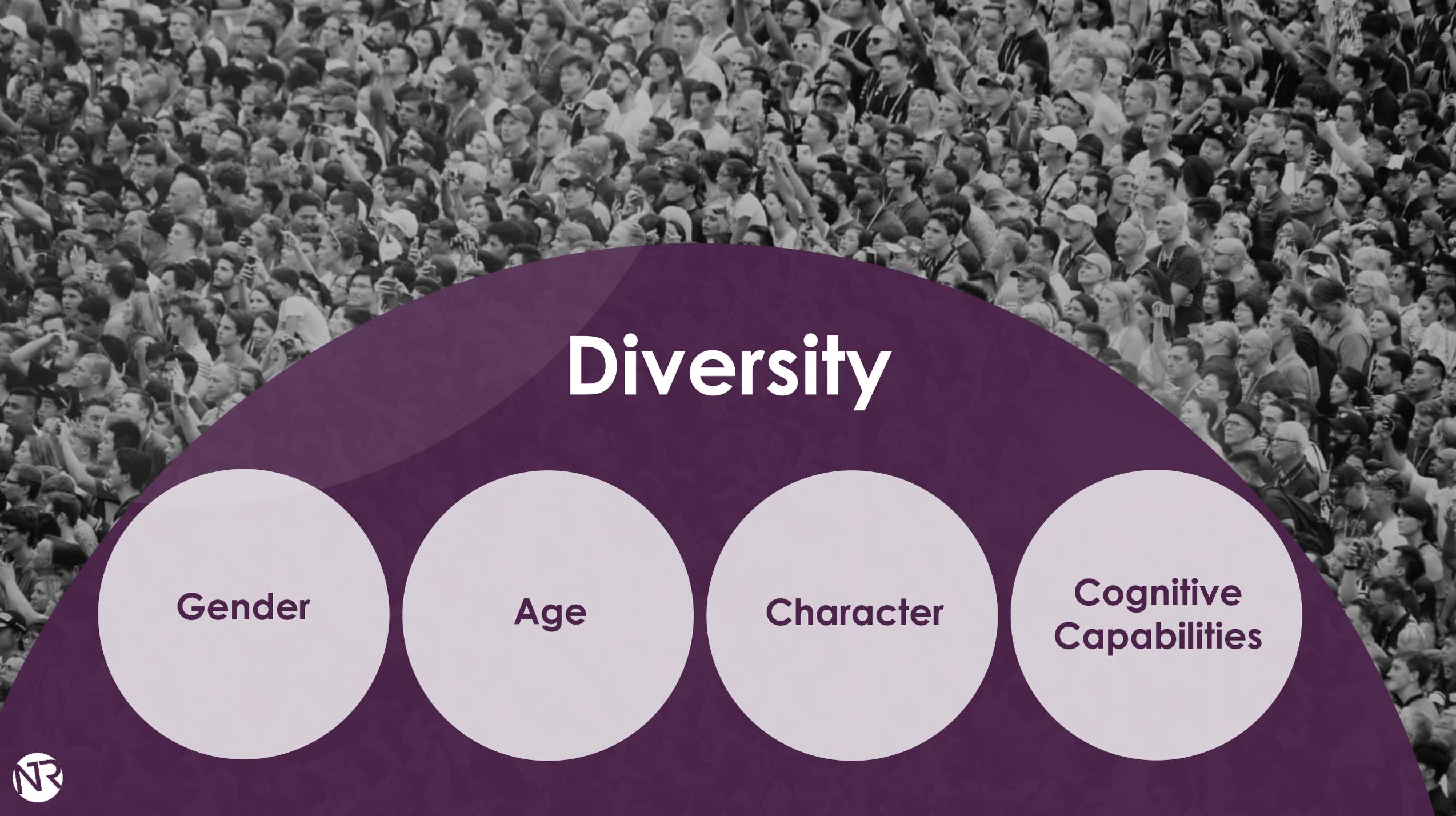
20%

30%

L'ORÉAL
PARIS

*Peterson Institute for International Economics, February 2016, "Is Gender Diversity Profitable? Evidence from a Global Survey".
Analysis of a global survey of 21,980 firms from 91 countries. www.piiie.com





Diversity

Gender

Age

Character

**Cognitive
Capabilities**

Lead CULTURE

Hire, fire and
promote on
CORE VALUES



value-aligned behaviour



COACH

PROMOTE

POOR results

GOOD results

FIRE

LET GO

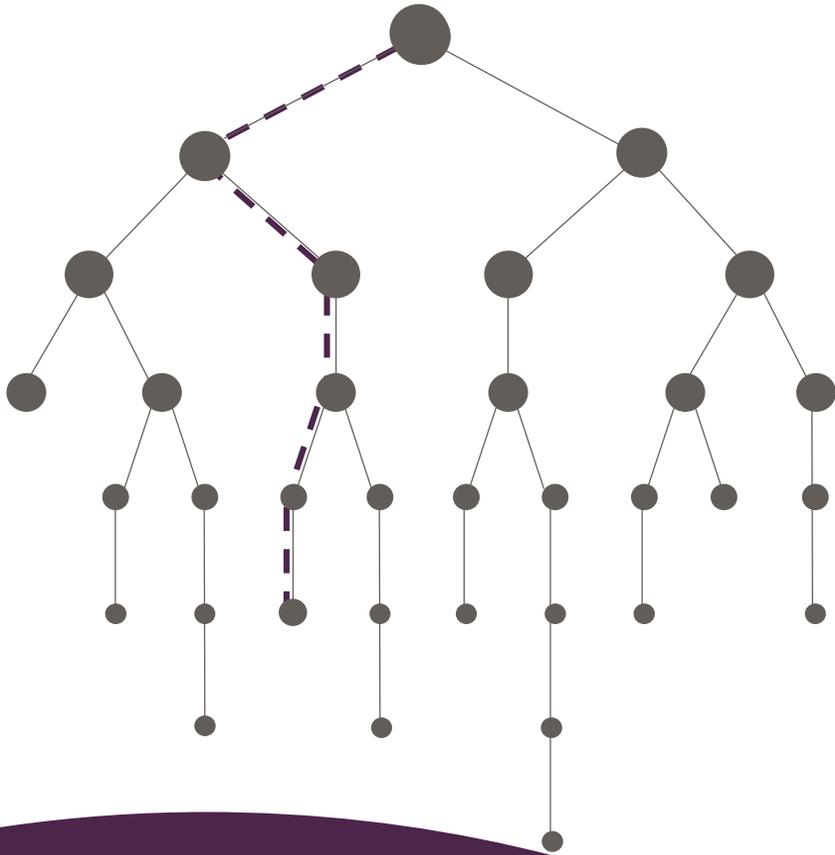


actions don't align
with values



Design YOUR organization





TRADITIONAL HIERARCHIES

information moves slowly
silos teams
command and control



RESPONSIVE NETWORKS

information travels fast
global talent pool
learn and adapt

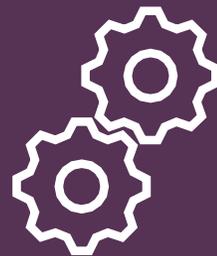
**Connect your
network with the
networks out there**



IMPROVE EX



Physical Workplace



Tools & Technology



**Leadership &
Communication**

4E



Enabled

Empowered

Energized

Engaged

EX

PAYS



“EXPERIENTIAL ORGANIZATIONS”:



Best Places to Work: 11.5x ↑



World's Most Innovative Companies: 28x ↑



In-Demand Employers: 4.4x ↑



Twice the average revenue



4 times the average profit



25% smaller (higher level of productivity/innovation)

MARRIAGE

CX

-

EX

*Experience impacts
engagement*

Employee
Engagement

Customer
Engagement



EX

CX

Employee
Experience

Customer
Experience



strategy for
the New Normal

**“You must
unlearn what you
have learned”**







**Have the guts to
get rid of your
old mental models**



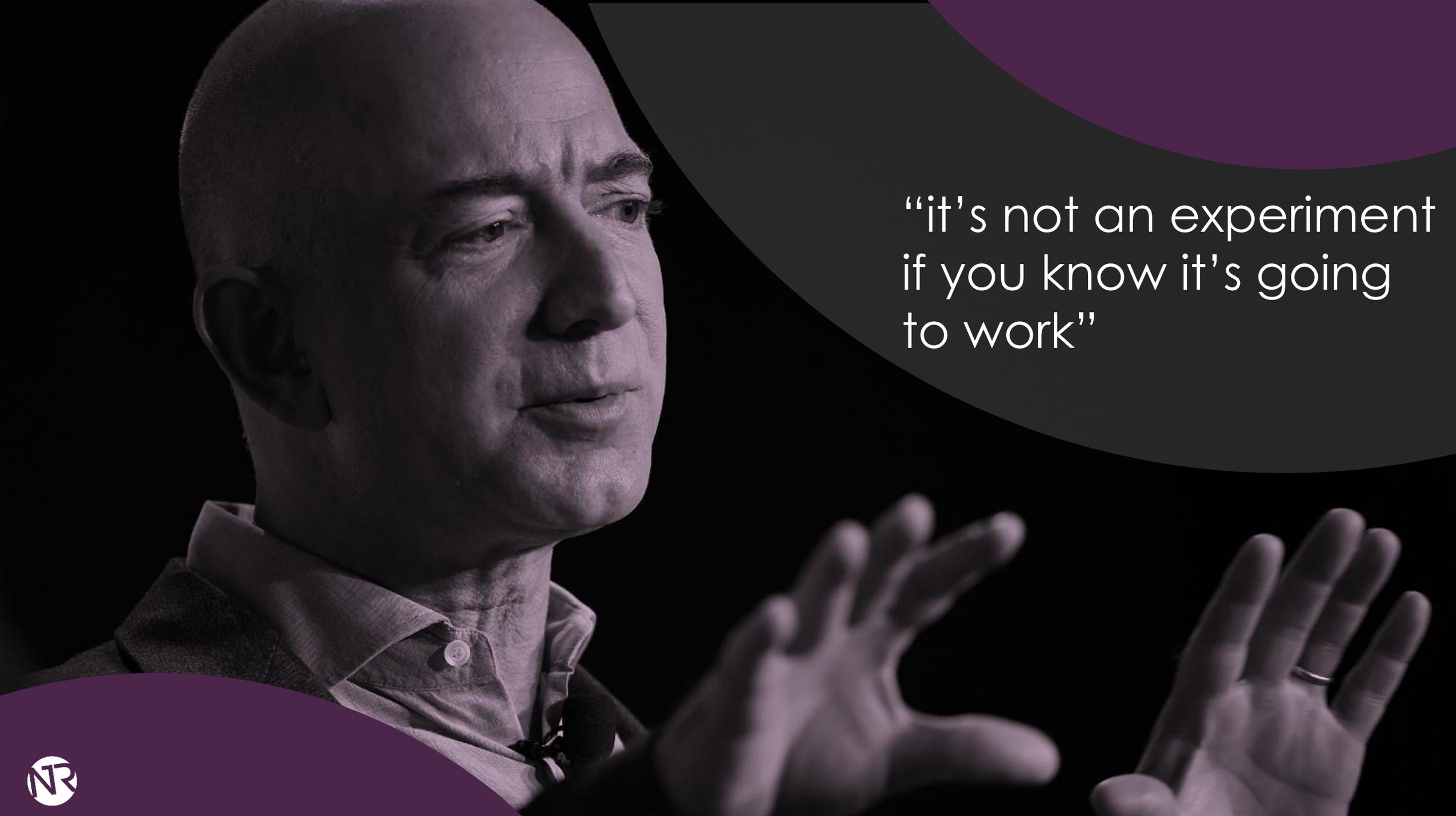
**“The electric light did not
come from the continuous
improvement of candles”**

Oren Harari



STRATEGIC SHIFTS



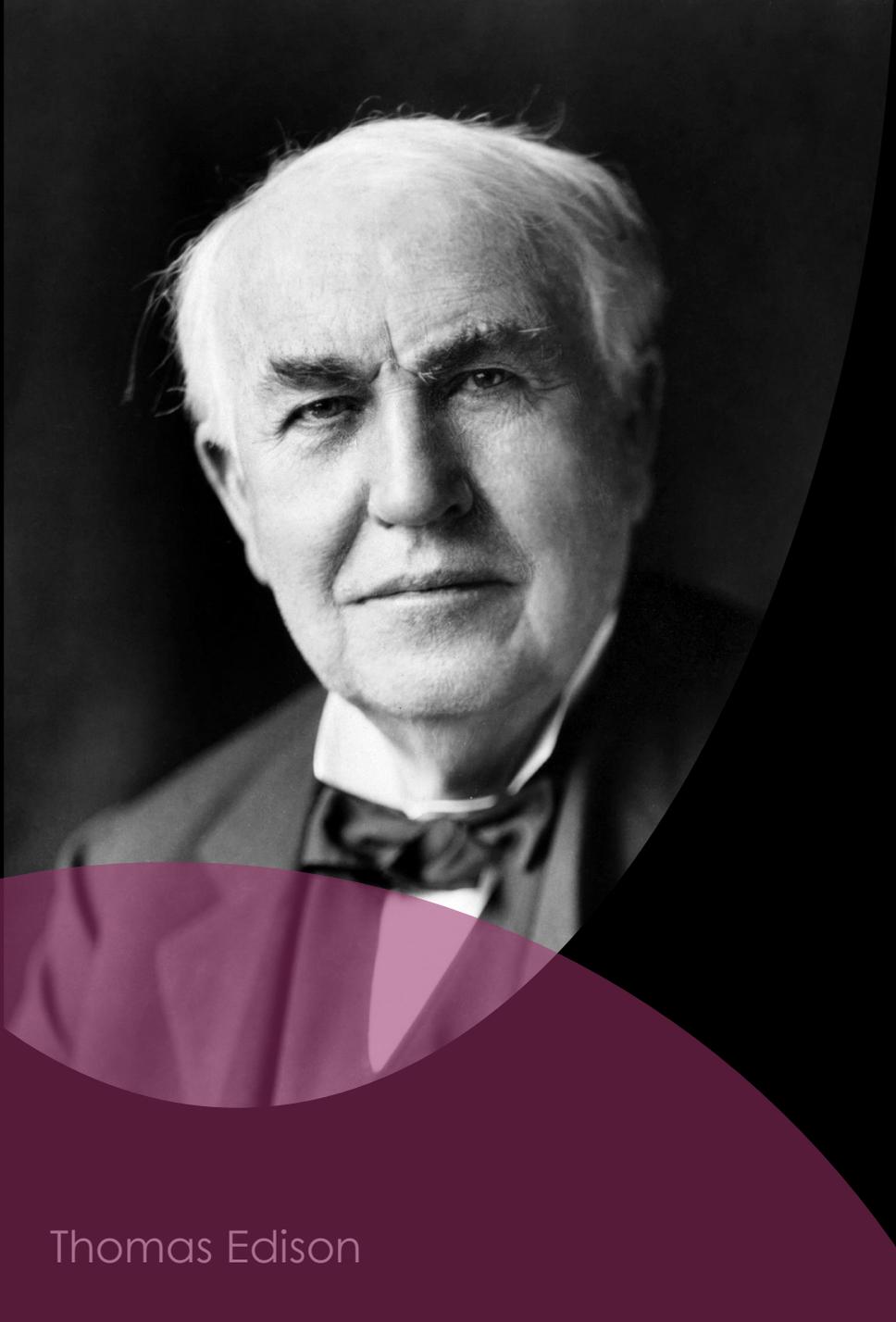
A black and white photograph of Jeff Bezos, the CEO of Amazon. He is shown from the chest up, looking slightly to his right. His hands are raised in front of him, palms facing forward, in a gesture of explanation or emphasis. He is wearing a light-colored button-down shirt under a dark jacket. The background is dark, with a large, semi-circular purple graphic element on the right side. The overall mood is professional and thoughtful.

“it’s not an experiment
if you know it’s going
to work”

A black and white photograph of a person covering their face with their hands, symbolizing fear or shame. The person's eyes are visible through the fingers, looking directly at the camera. The background is dark, and the lighting is dramatic, highlighting the person's hands and face.

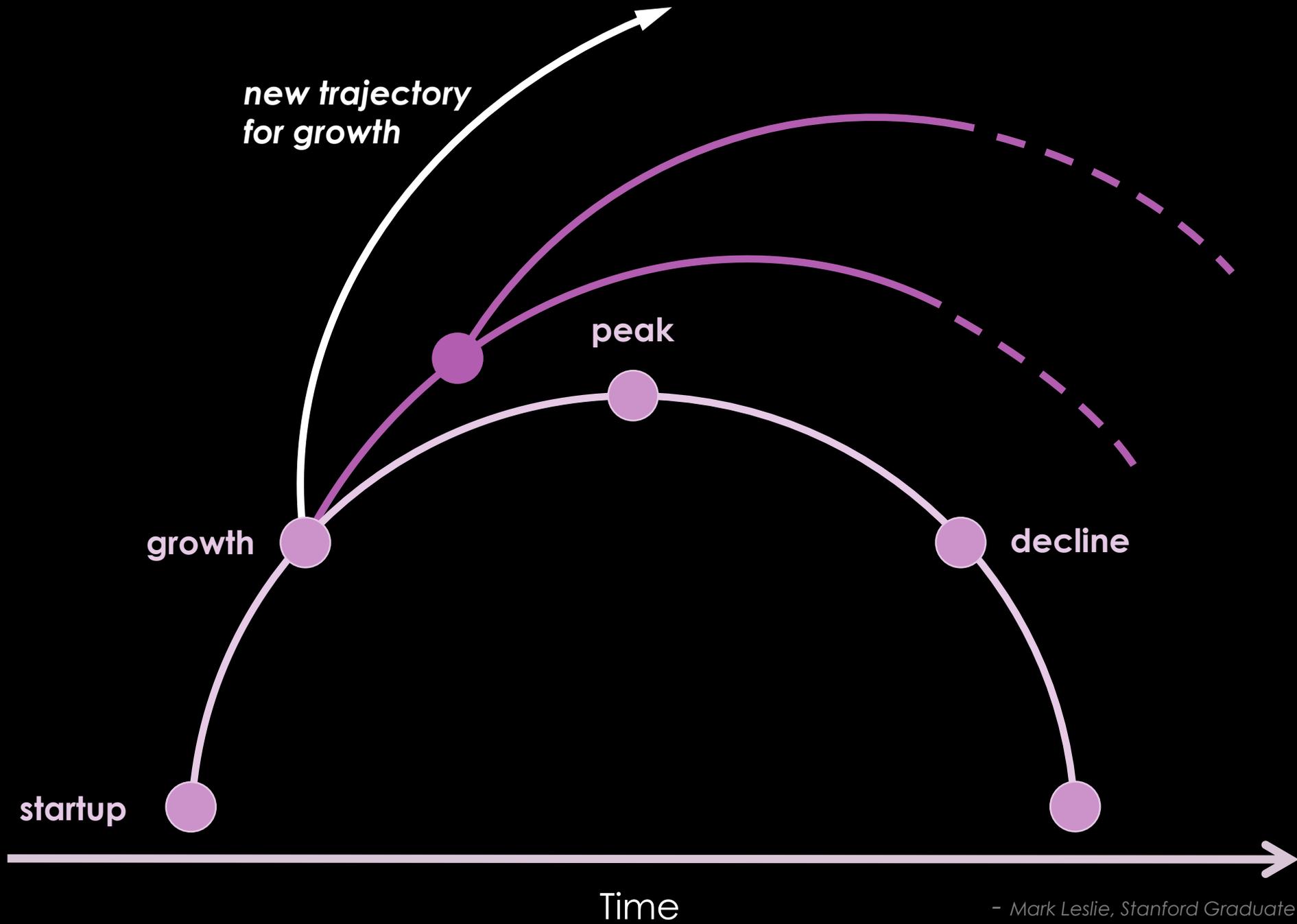
**overcome
the fear of failure**





“ I haven't failed.
I've just found
10,000 ways that
won't work. ”

Thomas Edison





**WILL
and
SKILL**

Think in opportunities



**Never think in
boundaries or limits**





NOW

NEXT

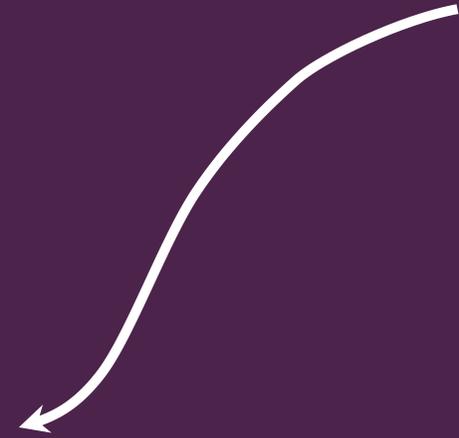
BEYOND



It's all
about the



WOW



I've learned that

People will forget what you

said

People will forget what you

did

but people will never forget how

you made them

feel



Maya Angelou



THANK YOU



Nancy Rademaker
International Keynote Speaker

would love to have your
feedback!



Nancy Rademaker
International Keynote Speaker