

wobi.com/school-of-management

# Masterclass on Customer Centricity

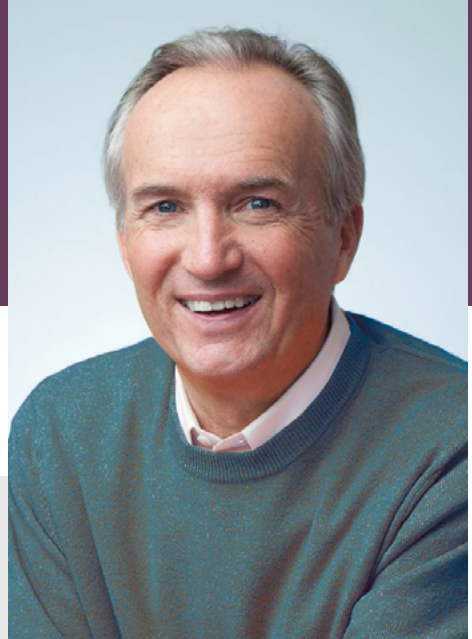


## ON DEMAND

**WOBİ PRESENTS  
THE EXCLUSIVE  
MASTERCLASS ON**

# CUSTOMER CENTRICITY with **DON PEPPERS**

LEADING EXPERT IN  
CUSTOMER-FOCUSED BUSINESS  
STRATEGIES



## **IN THIS MASTERCLASS YOU WILL LEARN:**

- Effectively understand and adapt to the rapidly changing needs of your customers
- Properly align your products and services to provide long term customer value
- The skills needed to build trust between your customers and organization
- How technology can be used to further enhance the customer experience

# WOBİ



## ABOUT DON PEPPERS

### Leading Expert in Customer-Focused Business Strategies

**Don Peppers** is one of the world's most respected experts on customer experience and customer-focused business strategies. A best-selling author and marketing futurist, **Don** has educated and motivated audiences around the globe on how businesses can compete in a dynamic, technologically fast-moving world.

He has written nine books with business partner Martha Rogers, including the hugely influential *The One To One Future*. His latest book, *Customer Experience: What, How and Why Now*, provides insights and "how to" recommendations for building and maintaining a truly customer-centric business.



*Customers will create the most value for you at the point they think you are creating the most value for them*

Don Peppers



## MASTERCLASS SESSIONS

### SESSION 1

2 hours

#### WHY CUSTOMER EXPERIENCE IS EVERYTHING

- Beyond Satisfaction
- Transformation at the Speed of Customers
- Customer Insight and Empathy
- Extreme Trust

### SESSION 2

2 hours

#### ALIGNING YOUR ORGANIZATION AROUND CUSTOMER CENTRIC PRINCIPLES

- Align Incentives with the Value Customers Create
- How to Talk About Customer-Centricity with the CFO
- Aligning and Getting Value from Employees

**3** **6** **DIGITAL**  
SESSIONS HOURS TOTAL MASTERCLASS



## MASTERCLASS SESSIONS

### SESSION 3

2 hours

### THE ROLE OF LEADERSHIP AND CULTURE IN BUILDING A CUSTOMER CENTRIC BUSINESS

- Why Culture Eats Strategy for Breakfast
- The Importance of a Unifying Purpose
- The Self-Organizing Company
- Human to the Max
- Six Leadership Behaviors of Customer

3

SESSIONS

6

HOURS TOTAL

DIGITAL

MASTERCLASS



## BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English and Spanish
- **Content:** 6 hours of content

## PRICES

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



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