



Chris Ward's

# REPORT ON STRATEGY

## Customer Experience (CX) In Action

A recent study by PwC found that 86% of Canadian consumers are willing to pay more for a better customer experience.

In **Experience is everything. Get it right.** PwC validates the importance:

- ◆ When customers feel appreciated, they're willing to pay up to a 16% premium.
- ◆ 32% of all customers would stop doing business with a brand they loved after only one bad experience.
- ◆ Nearly 80% of consumers say that speed, convenience, knowledgeable help and friendly service are the most important elements of a positive customer experience.
- ◆ Human interaction matters. 74% of consumers want more of it in the future.
- ◆ 54% of consumers say CX needs improvement.

According to PwC, if customer experience isn't part of your strategy, you're doing it wrong.

It's an interesting read. [Check it out here.](#)

## Unlock Transformative Results with Strategic Launchpad™

Successfully plan and launch your strategy in just a few weeks with your entire team on board.

**P**lanning to build a new strategy or update your strategic plan shouldn't be an overwhelming burden. And yet, for many organizations, that's exactly what it is.

### That's why we created Strategic Launchpad™.

Traditional strategic planning involves an often lengthy process that includes extensive research, analysis, brainstorming, reflection, and testing. From start to finish, it can take 6 months or longer to complete the plan. And, it often ignores or pays

insufficient attention to the practical aspects of how the strategy will be executed.

Many leaders have told us they don't see value in process that requires so much time and downplays execution. So, we designed an alternative with execution and time-

challenged leaders in mind. Now, many organizations are able to finalize their strategy, quickly, usually within a few weeks. And because it takes far less time, the cost can be considerably less than that of a conventional strategic planning process.

The fact is, we rewrote the rule book on strategic planning and focused on four key areas:

### 1. Streamlining the process

We lead a client's planning team through a tightly focused process that begins with gathering critical insights via a sophisticated yet user-friendly online survey, supplemented by a handful of invaluable one-on-one interviews.



“ *However beautiful the strategy, you should occasionally look at the results.* ” Sir Winston Churchill

## TIPS & BITS

### Strategic Partnerships Mean Business

One powerful way to supercharge your business strategy is by forging strategic partnerships.

Seek out complementary businesses or organizations with shared goals and values. By collaborating, you can tap into each other's strengths, pool resources, and expand your reach. Whether it's a co-marketing campaign, a joint product offering, or simply sharing knowledge, strategic alliances can help you achieve more together than you could on your own.



These partnerships not only boost your capabilities but potentially open doors to new markets and customer segments. They enhance your competitive advantage by allowing you to offer unique, bundled solutions that competitors can't match. This differentiation not only attracts more customers but also strengthens your market position. Moreover, strategic partnerships often lead to cost efficiencies through shared expenses and economies of scale, ultimately improving your bottom line.

On a personal note, I've recently formed a strategic partnership with an Atlanta-based firm. Our goal is to co-create content that we can each use to differentiate and grow our businesses. Our plans are evolving and I'll keep you posted on them.

Interested in exploring opportunities for your business? Let's talk!

Every aspect of the operation was reviewed to identify tasks that could be handled more efficiently or rescoped without jeopardizing the quality of the final product.

#### 2. Crafting a vision and strategic direction

We put one of our experienced facilitators to work guiding the creation of a compelling vision and establishing a precision-guided strategy that drives measurable results.

Working with a client's planning team, we lead conversations on alternative scenarios, potential vulnerabilities, the capabilities our client will need to develop, and above all, on a laser-focused plan that can be rolled out without disrupting day-to-day operations. Clients have told us that this is extremely important as all too often execution comes to a grinding halt when staff members feel overwhelmed and unable to handle both their regular jobs and the tasks involved in executing the strategy.

#### 3. Making execution matter

We ensure that the planning team keeps the organization's ability to execute top-of-mind throughout the planning process.

To get execution off to a fast start, we lead the development of a 30-day workplan that sets up your execution roadmap and scopes strategic projects. We identify projects that can get underway immediately and create a 30-day action agenda that begins execution and earns some quick results.

#### 4. Communicating clearly

Planning is real for the team that is pulling the plan together. And for those who are tasked with managing the execution. But what about the many employees and other stakeholders who have been watching from the sidelines?.

We work with our client to create a two-way communications plan designed to engage employees and keep everyone well-informed.

Strategic Launchpad™ is a fast, effective way of planning for longer-term success and building strategic action into everyday work schedules. And at less cost and time than required by traditional approaches to strategic planning.

**Is Strategic Launchpad™ right for your business?**

**Connect with Chris to explore the possibilities.**

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