Customer Centricity

01 Demonstrating empathy for the customer

02 Keeping customers central to strategies and activities while meeting the needs of both the customers and the organization

03 Being flexible to continually changing and diverse customer expectations

FOSTERING INNOVATION AND AGILITY

How You Learn

Reflecting on the definition of Customer Centricity, consider suggested activities on the next page to build this leadership capability. Create a personalized plan that provides you with the right blend of formal, social, and action learning.

Formal Learning

10% of learning is structured. This may include classroom training, eLearning, courses, articles, books, podcasts, and self-reflection surveys.

Social Learning

20% of an individual's skill development comes through social learning opportunities like mentorship, coaching, collaborative opportunities with peers.

Action Learning

70% comes through on-the-job experience. Experiential learning allows an individual to immerse themselves in the nuances of their role, refine skills, and work their way through real challenges.
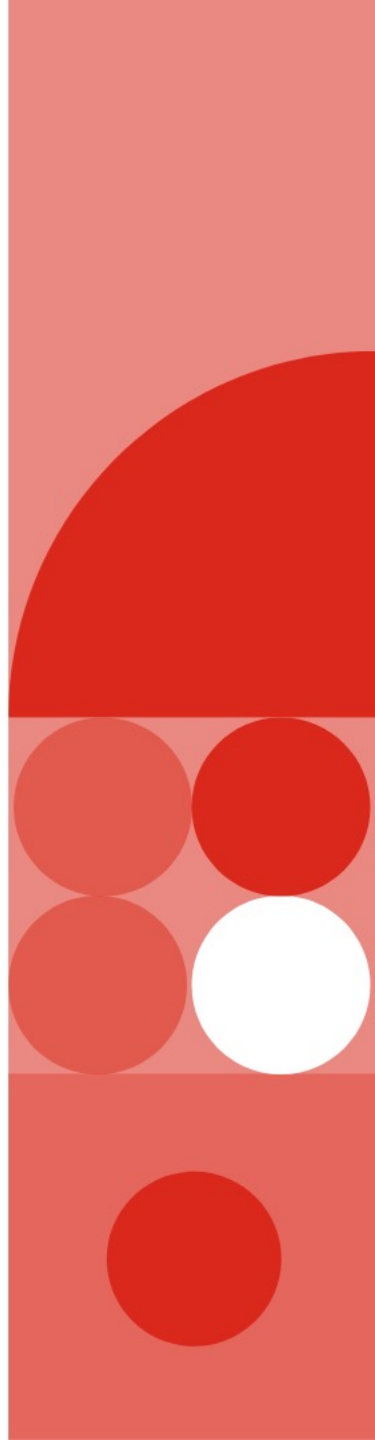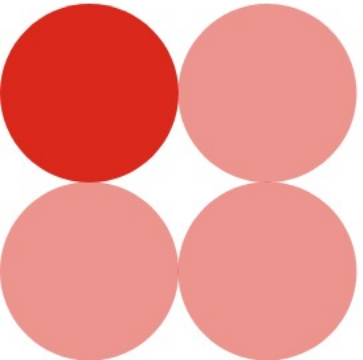
Action Learning

- **Reflect on the decisions you have made, and ask yourself: was the customer at the centre of these decisions?**

  Identify how you demonstrated empathy and if you need to adjust your approach

  Identify what shift you need to make in your decision making approach

- **Create experiences where you are a customer and identify opportunities to improve your customer focus**

- **Create opportunities to connect with your customer and gain their input and feedback**

- **Reflect on a recent initiative and consider the impact on customers**

  Are there new metrics you need to create to measure success?

Social Learning

- **Identify a role model who's using a customer-centric approach on a project**

  Discuss how they approached the process and made decisions

  Reflect on how you apply customer centricity to your own project

- **Choose an initiative that would benefit from improved customer-centric focus and brainstorm as a team**

Formal Learning

Click on the links below

Developing Customer Relationships

eLearning

Applying Design Thinking to Your Business

Classroom

Introduction to Customer Centricity (eLearning - 2022 release)