

# The Employee and Customer Experience Tour

## The problem:

Despite a lot of conversations around employee and customer experience, there's still a lot of confusion around what this means, what the top organizations are doing, and what leaders need to do on both of these fronts. Furthermore these two areas are oftentimes looked at in silos.

## The idea:

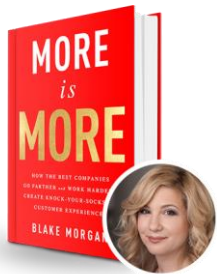
Host a series of employee and customer experience workshops/conferences. These would be held in key markets depending on the sponsoring organizations and would include up to 75-100 people at each event. Workday (and/or co-sponsoring company) will be able to invite key customers and prospects to attend.

## Themes:

We can customize the themes and topics but some ideas include:

- Looking at the changing nature of work and customer experiences
- The three environments that shape all employee experiences
- How employee experience shapes customer experiences
- How the modern customer life cycle actually involves employees
- Designing modern employee and customer experiences
- The role of management and leadership in employee and customer experience

## About the speakers:



Blake and Jacob are a husband and wife team. Blake is a customer experience futurist, keynote speaker, and the author of the new book: *More Is More: How the Best Companies Go Farther and Work Harder to Create Knock-Your-Socks-Off Customer Experiences*. She also has a column for Forbes and is a contributor to HBR. She has worked with brands including Verizon, Intel, Fossil, Zendesk, and many others. Her work has been endorsed by the: CEO of 1800-Flowers, CEO of ACE Hardware, CCO of MetLife, and Managing Director at Google.

**More info here:** <http://www.blakemichellemorgan.com/>



Jacob is a best-selling author, speaker, and futurist. His recent book, *The Employee Experience Advantage* is based on an analysis of 252 global organizations and looks at culture, technology, and the physical work space. His previous two books are *The Future of Work* and *The Collaborative Organization*. Jacob gives around 40-50 keynotes a year and has worked with Disney, the National Institute of Health, CapitalOne, Microsoft, and many others. His work has been endorsed by the CEOs of: Whirlpool, T-Mobile, Best Buy, Nestle, Cisco, St. Jude Children's Research Hospital and many others.

**More info here:** <https://thefutureorganization.com/>

**Fees:** Blake and Jacob would charge a combined 40k for each event (plus business class airfare and all covered travel expenses), which can either be designed as a workshop or as a part of a broader conference. Ideally this will be a multi-city tour.