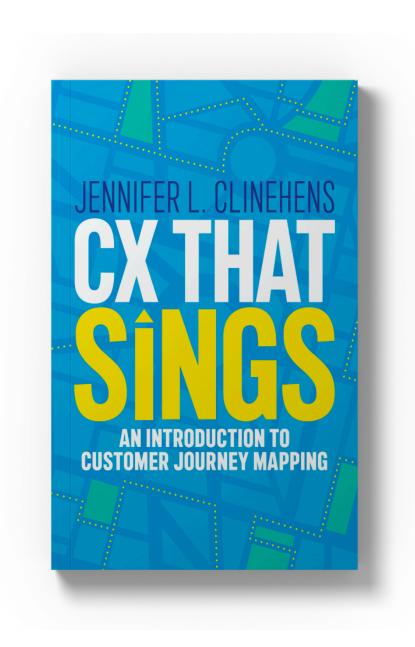
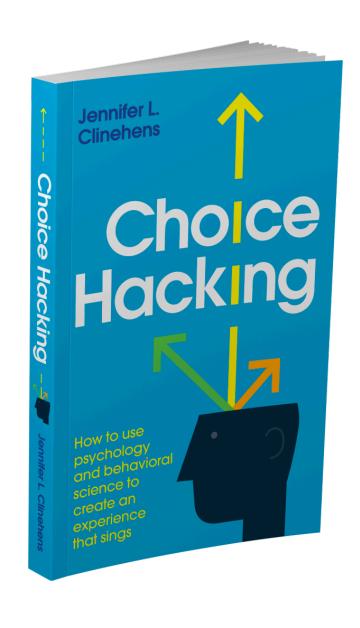


Author









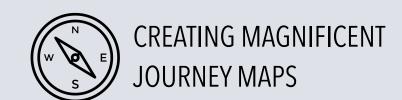


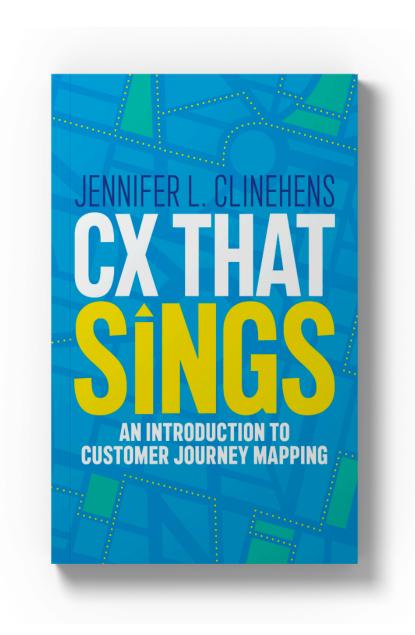


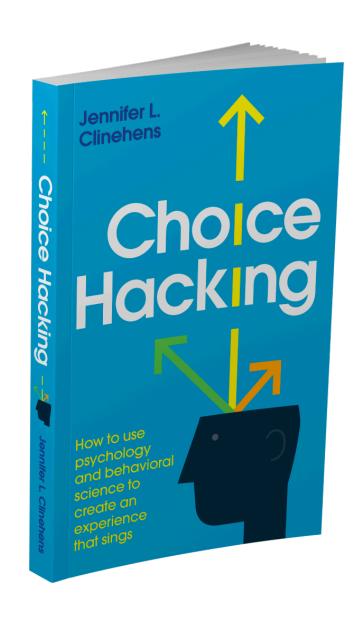


Author

Professional















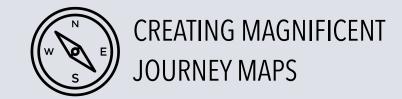




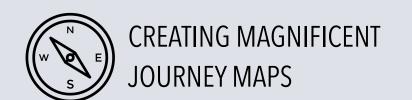


Guest Lecturer

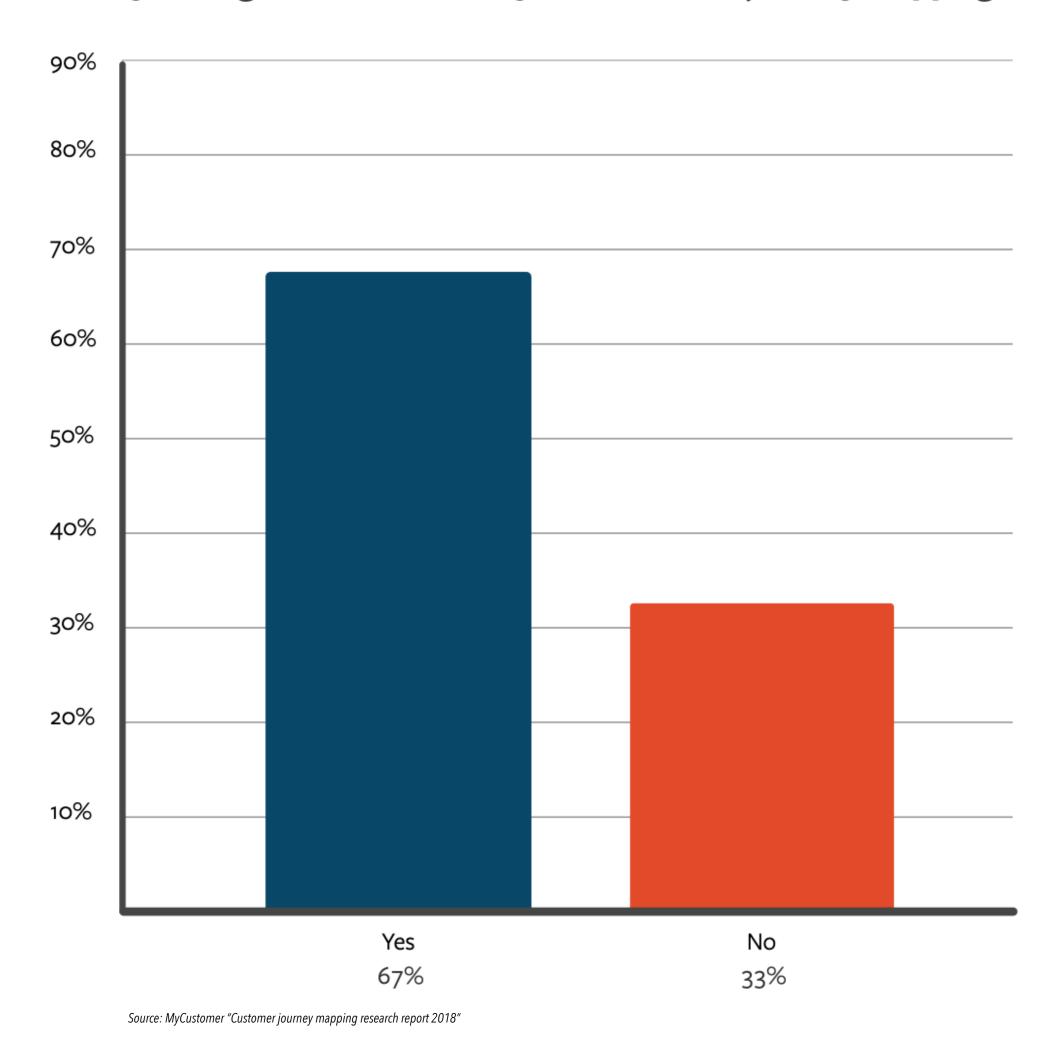
Author
Professional



OUR CHALLENGE

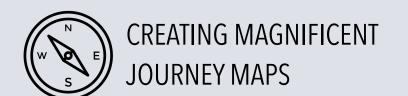


Does your organisation currently use customer journey mapping?

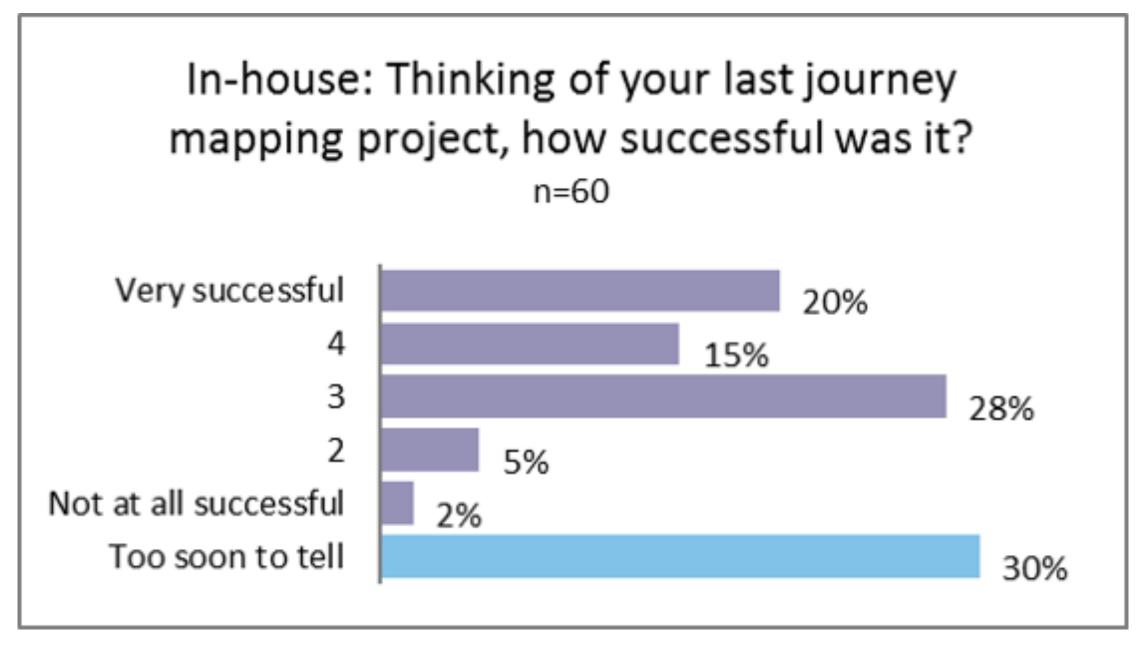


Customer journey maps don't have an awareness or adoption problem.

Which must mean they're foolproof, right?

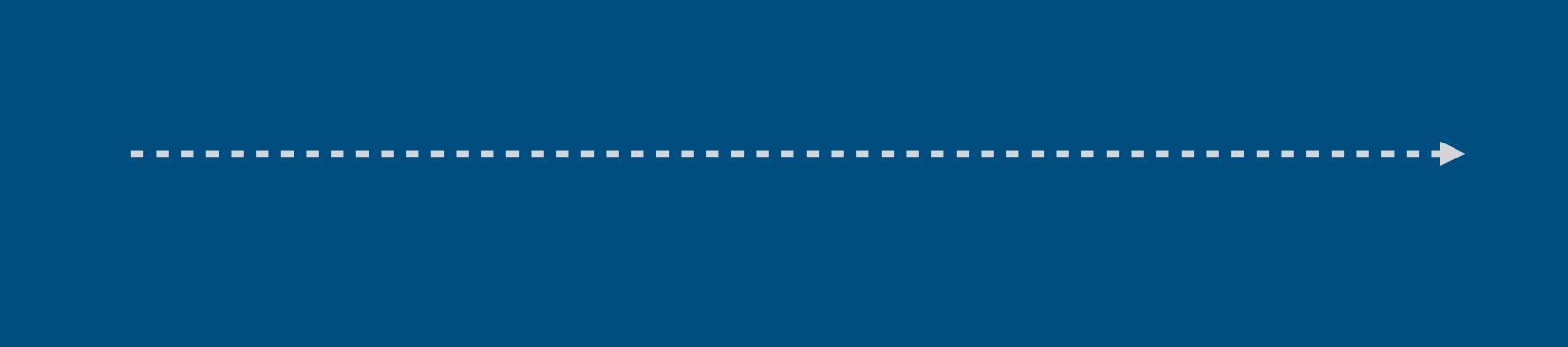


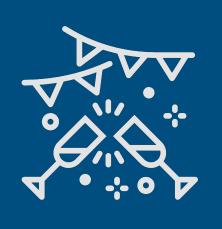
But actually... 2/3 of journey maps fail.



Source: Heart of the Customer Research

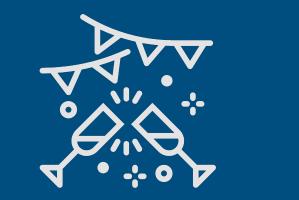






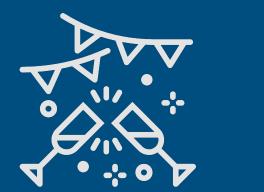




















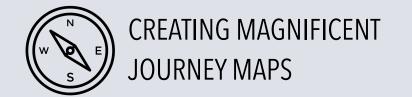








WHAT YOU'LL LEARN

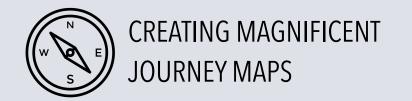


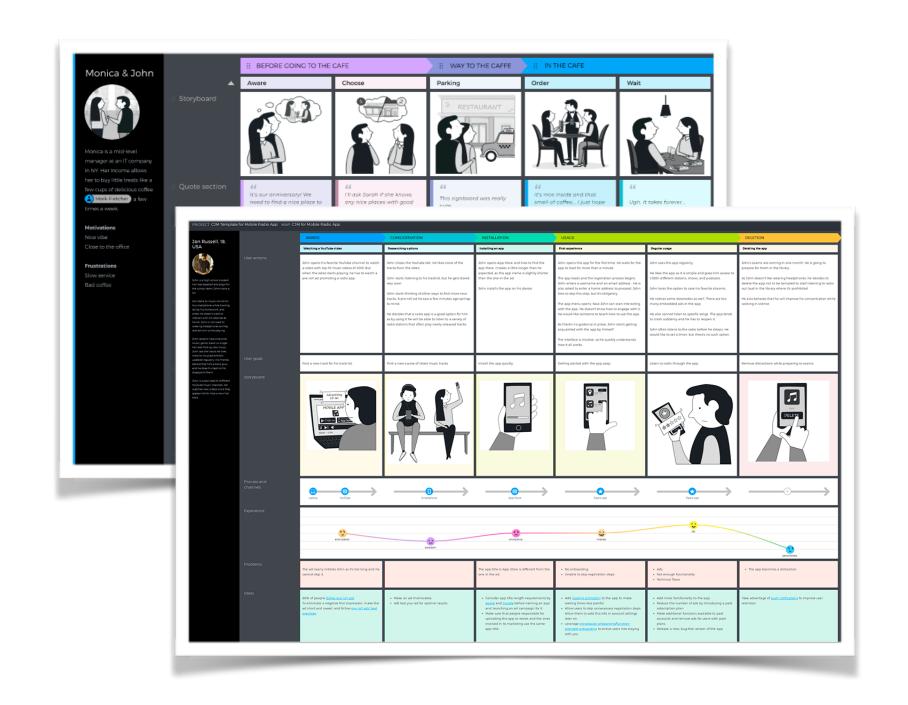




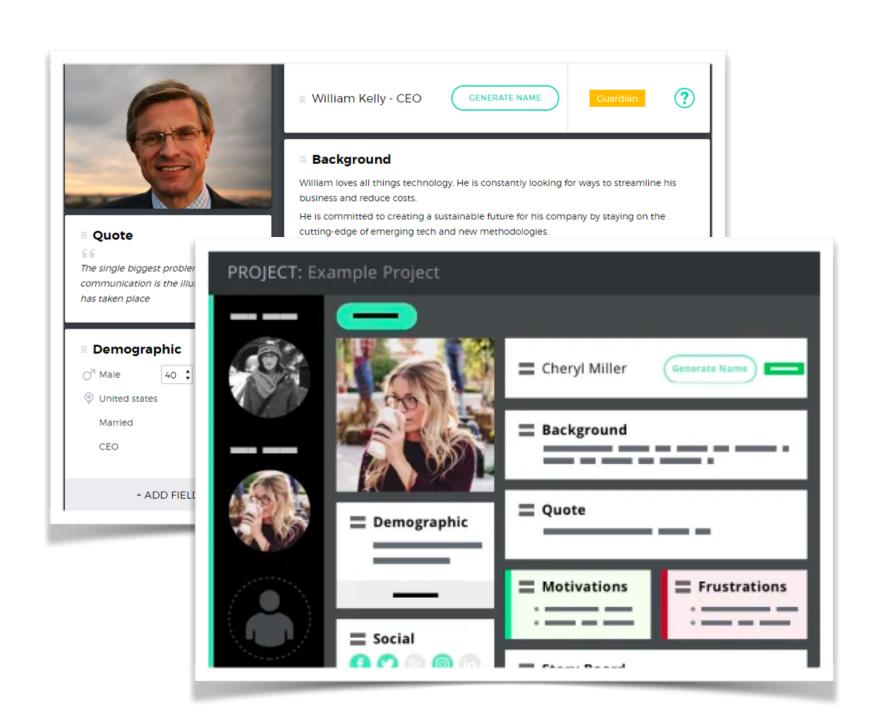


WHAT WE'LL CREATE

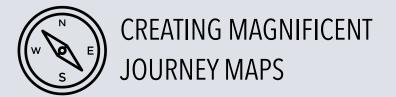




Two journey maps

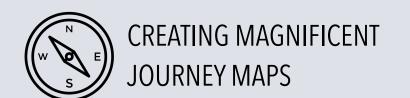


Two personas



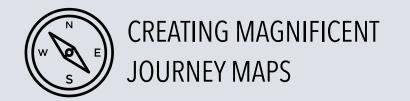


COURSE FORMAT



1 CORE MODULE = 1 WEEK*

*except our final week



COURSE MODULES

MODULE 1

Your System for Designing Magnificent Journey Maps



MODULE 2

Scope Your Project and Build a Business Case



MODULE 3

The Role of Research and Data



MODULE 4

Identify Your Customer with a Persona

MODULE 5

Create Your Hypothesis Map and Test it with Customers



MODULE 6

Metrics and How to Measure Success



MODULE 7

Finalize, Design, and Share Your Journey Map



MODULE 8

How to Get Buy-In and
Put Your Journey Map to Work
+ Bonus Module



In our next module...

What are Journey Maps, what problems do they solve, and how are they constructed?

