



Est. 2010

DIRECTORS CLUB

To endeavour. To achieve

Breakfast Business School

LEADERS' SEMINAR

Customer-Centric Leadership: Driving A Customer Experience Culture From Within

This session will uncover the leadership attributes that deliver exceptional CX

WHEN

Wednesday, September 26th, 8.30am – 10am

Plus 30-minutes of optional networking before and after

WHERE

The Ivy Club
9 West Street
London
WC2H 9NE

<http://www.the-ivyclub.co.uk>

WHO

Senior stakeholders in the customer journey

R.S.V.P.

[Click here to register](#)



Dear Members & Invited Guests,

You are cordially invited to attend a Directors' Club **Breakfast Business School** seminar on **Wednesday, September 26th** at 8.30am – 10am, with 30-minutes of optional networking before and after.

The venue is **The Ivy Club** in London's Soho (<http://www.the-ivyclub.co.uk>).

This seminar is **free of charge** as a member or invited guest.

You may bring an **internal colleague** to accompany you, again at no charge but subject to space availability. Please book his or her guest place when confirming your own attendance. We cannot extend this offer to external contractors or consultants.

AGENDA

8am – 8.30am Arrival, coffee & networking (please arrive by **8.25am**)

8.30am – 10am Seminar

10am – 10.30am Coffee & networking (optional)

R.S.V.P.

If you'd like to accept this invitation, please [click here to register](#)

SEMINAR OVERVIEW

Customer-Centric Leadership: Driving A Customer Experience Culture From Within

Customer Experience (CX) is now commonly cited as the key differentiator in today's business environment where speed and access to information, high rates of technology adoption, and always connected customers and employees are the new norm.

By 2020, Forrester predicts that CX will be the top brand differentiator over product and price.

Whilst most organisations have embarked upon CX initiatives, why do so many (a majority) fail to deliver the promised results?

Developing leaders with customer-centric attitudes, instincts and approaches is essential if CX is to be embedded at the heart of a brand and its operating culture.

Join this **Breakfast Business School** seminar to discover:

- The key leadership attributes that drive CX projects to completion
- How to shape culture and employee experience, and ultimately
- How to enable exceptional CX delivery

The key attributes of **Customer-Centric Leaders** profiled during this seminar will include:

- Develops strategic perspective – the Gretzky curve
- Establishes stretch goals – are your current KPIs and goals about your company or the customer?
- Inspires and motivates others to high performance – feedback and communication
- Collaboration and teamwork – developing a 'fail fast and learn' mindset.



FACULTY

Steve Ellis, Vice President, TTEC Learning & Performance will be presenting this seminar.

Steve leads the global facilitation team for TTEC Learning & Performance and he is a specialist in Strategy facilitation, Change management, Leadership development and Performance coaching. Steve has a wealth of CX experience, having worked at GlaxoSmithKline and Coca-Cola prior to joining TTEC.

NETWORKING

Two 30-minute networking sessions before and after the seminar give you an opportunity to meet your peers and expand your network.

WHO WILL ATTEND?

We are inviting leaders from across UK industry with a stakeholding in customer experience improvement and innovation.

All divisions of modern organisations should understand and manage their impact on customer experience. Therefore, a broad spectrum of leadership roles will be invited and all are welcome to attend.

OUR SPONSOR

TTEC (NASDAQ: TTEC) is a global customer experience company that designs, builds and operates omnichannel customer experiences on behalf of leading brands across the world.

The Company provides outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that creates human centric, tech-enabled, insight-driven customer experience solutions for clients and TTEC Engage, its delivery centre of excellence, that operates customer acquisition, care, growth and digital trust and safety services.

Founded in 1982, The Company's 49,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, visit www.ttec.com/emea

BREAKFAST BUSINESS SCHOOL

Directors' Club **Breakfast Business School** is a regular series of leadership seminars designed to inform, educate and inspire our members and special guests.

If you have colleagues or connections that wish to be added to the invitation list (subject to qualification), please email jon.snow@directorsclub.house

For more information on Directors' Club United Kingdom see <http://directorsclub.house>