



Customer Experience Leadership and Strategy Training Course

13 – 17 September 2027
Madrid



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Ref: 704_153765 **Date:** 13 – 17 September 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Customer Experience Leadership and Strategy Training Course is a five-day advanced course for CX directors, service executives, business unit leaders, transformation sponsors, and senior journey owners who leave with an Executive CX Strategy and Governance Portfolio. Participants frame a customer experience strategy, set strategic choices, govern a CX initiative portfolio, connect customer outcomes with business value, mobilize executive sponsorship, and lead culture change. Agile Leaders Training Center examines customer experience leadership as an enterprise decision discipline.

Who Should Attend

- Executive teams responsible for enterprise customer direction and investment choices
- Customer experience leaders responsible for strategy, governance, and portfolio outcomes
- Business unit leaders responsible for aligning customer priorities with operating plans
- Transformation sponsors responsible for cross-functional mobilization and change
- Senior journey owners responsible for executive escalation and strategic dependencies

The course assumes participants already influence enterprise priorities, customer outcomes, or transformation portfolios and leaves out frontline service procedures, detailed journey-map production, complaint handling, and campaign execution.

Departments and Industries

The course supports departments and industries where customer priorities require executive alignment and cross-functional governance.

- Customer experience, corporate strategy, and transformation offices
- Executive leadership, service operations, and commercial functions
- Banking, insurance, telecommunications, and technology services
- Healthcare services, education services, and public-facing organizations
- Retail, hospitality, logistics, and professional services

Learning Objectives

By the end of this course, participants will be able to:



- Analyze enterprise context for customer experience strategy
- Build a CX vision and strategic choice architecture
- Apply governance principles to a CX initiative portfolio
- Evaluate customer outcomes through executive metrics
- Prioritize customer experience investments and dependencies
- Use sponsorship and culture levers for transformation

Course Agenda

Day 1: Executive CX Direction

- Enterprise Customer Context Scan
- CX Strategic Intent Canvas
- Customer Value Creation Logic
- Executive Stakeholder Influence Map
- Customer-Centric Leadership Mandate

Day 2: Strategy Architecture

- CX Vision Statement Builder
- Experience Principle Design Method
- Strategic Choice Cascade
- Journey Portfolio Boundary Map
- Customer Outcome Alignment Matrix

Day 3: Governance and Investment

- CX Operating Model Blueprint
- Decision Rights and Accountability Matrix
- CX Initiative Portfolio Board
- Business Case Evidence Frame
- Experience Investment Prioritization Grid

Day 4: Metrics, Culture, and Transformation

- Executive CX Measurement Architecture
- Customer and Business Value Linkage Map
- Executive Sponsorship Activation Plan
- Customer-Centric Culture Levers
- CX Transformation Roadmap Method



Day 5: Executive CX Strategy Practice

- Exercise: Frame an Enterprise CX Mandate
- Exercise: Make Strategic Experience Choices
- Exercise: Govern and Prioritize a CX Portfolio
- Exercise: Lead an Executive CX Review
- Capstone: Executive CX Strategy and Governance Portfolio

Practical Exercises

The course uses banking, healthcare, telecommunications, and logistics cases to connect strategic choices with executive decisions.

- Suggested activity: diagnose competing enterprise priorities and define the CX leadership mandate.
- Suggested activity: compare portfolio initiatives using customer value, business value, feasibility, and dependency evidence.
- Suggested activity: assign decision rights and design an executive governance cadence.
- Suggested activity: build a transformation roadmap with sponsorship, measures, and culture actions.

FAQs

Who suits customer experience leadership training, and what does it assume?

Executives, CX directors, business unit leaders, transformation sponsors, and senior journey owners suit customer experience leadership training; it assumes responsibility for enterprise priorities, customer outcomes, or transformation decisions.

How does customer experience strategy differ from customer journey redesign?

Customer experience strategy sets enterprise direction, choices, governance, investment priorities, and executive measures, while customer journey redesign diagnoses interactions and creates future-state journey changes.

What decisions belong in customer experience governance?

Customer experience governance covers strategic priorities, portfolio boundaries, decision rights, investment criteria, outcome measures, escalation routes, ownership, and review cadence.

How should leaders prioritize a CX initiative portfolio?

Leaders should prioritize a CX initiative portfolio by comparing customer value, business value, evidence quality, feasibility, dependencies, risk, ownership, and capacity.



What makes executive sponsorship effective in CX transformation?

Executive sponsorship becomes effective when leaders set a clear mandate, remove cross-functional barriers, assign decision rights, protect resources, reinforce expected behaviors, and review evidence.

Conclusion

Participants leave with an Executive CX Strategy and Governance Portfolio containing strategic direction, choice architecture, governance, investment criteria, measures, sponsorship actions, and a transformation roadmap. The portfolio changes disconnected initiatives into a governed enterprise agenda. It also creates an executive review structure for customer and business outcomes.