



# Customer-Centric Culture Foundation & Certification Course

Learn the Foundation for the Most Stable  
Discipline in Business: **Customer Culture**

Organisations with a Strong  
Customer-Centric Culture  
Outperform All Others. Learn  
From the Ones Who Decoded  
the Secrets of Customer-Centric  
Leaders.

Be the Inspirational Change  
Agent Who Drives Business  
Success Forward.

"WHEN THE CUSTOMER MAKES YOU OR YOUR BUSINESS THE CENTRE  
OF WHAT THEY DO IN YOUR SOLUTION AREA, YOU HAVE ACHIEVED  
CUSTOMER-CENTRICITY."

-- John Stanhope, Former CFO of Telstra, Former Chairman of Australian Post, Chancellor at Deakin University.

# CONTENT.

## CUSTOMER-CENTRIC CULTURE PROFESSIONAL CERTIFICATIONS

<b>Chairman Statement</b>	<b>04</b>
About the Course	06
<b>A Six Week Program</b>	<b>08</b>
Course Curriculum	10
Our Packages	12
Our Participants Share	13
Your Company's US\$2.5K Bonus	14
Expert Team	16

"I can utilize the ideas learned and gain the trust and cooperation of our colleagues and organisation. I feel better equipped with real facts, higher effectivity, and ability to prove the CX activities being successful in other companies. I can easier influence thinking and change the approach of my colleagues, share the facts and use methods learned during this course to drive the company culture to customer-centric."

-- *Ondrej D., Slovakia, Sr International Wholesale Manager Telecom*

# A Word from Dr. Brown

Customer-Centric Culture Professional Certifications



I've worked in the field of marketing for the majority of my life. For the past 15 years, my team at MarketCulture, and I have worked on understanding the importance of retaining and driving customer advocacy to increase business performance. I've collaborated with the CEOs in many industries around the globe, including telecommunications, banking, insurance, medical health, and the automobile sector.

CEOs know they need to create customer-obsessed cultures, but they need help driving it. Now customer culture is the mandatory precursor for customer experience. The MarketCulture Academy is about education and providing an understanding on how to build a culture that puts your customer at the center of your organisation.

We've launched a course called the Customer-Centric Culture Foundation and Certification course.

It provides the why, what and how to make a customer culture actionable and tangible in your organisation. Before your company invests more in its CX initiatives enroll one or more of your staff or colleagues in this course and allow them to gain an understanding of what is required and how to be successful. You will learn how to build the CX business case that shows how customer culture links to your business performance and benefits all employees.

Dr. Linden R. Brown  
**Chairman & Co-founder**





" Customer  
Culture Is to  
Business what  
Breathing Is to  
Living. "

— Linden R. Brown, Ph.D.

## About the Course

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Online learning with instructor-led modules

Learn the foundation of the **most stable business discipline** and thrive in a VUCA\* world.

\*VUCA stands for Volatile, Uncertain, Complex, and Ambiguous.

# About the Course



## Advance your career

Increase your knowledge, advance your career, master the most stable business discipline in an unstable and unpredictable business world. Get to know your peers around the globe.



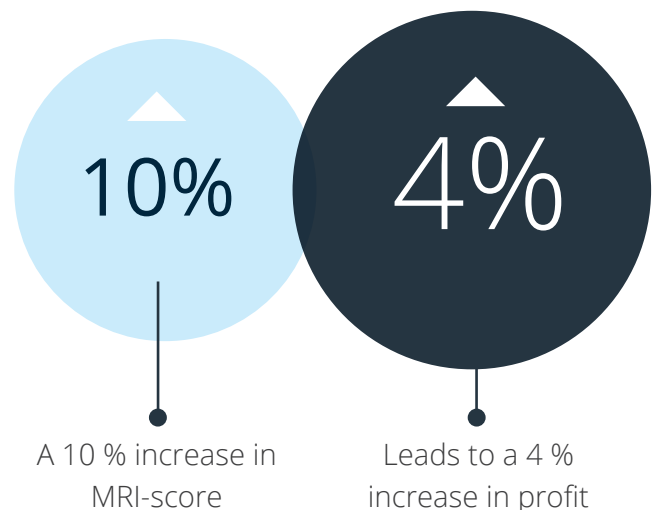
## Contribute to your company

Learn how to build a business case for customer culture projects and how to measure the strength of the customer culture in your company. Enlighten your leadership.

**Customer-centric culture and business performance are strongly causally correlated.** We conducted a large-scale empirical foundation study to measure the validity of customer culture, reflected in people's behavior, and its link to business performance as measured by profitability, profit growth, sales revenue growth, innovation, new-product success, and customer satisfaction.

We also discovered that strong customer-centric behaviors of an organisation reflect a culture that is embraced by every individual, team, and business unit. Individual and team decisions are based on the belief that "what's best for the customer is best for the business." Furthermore, we have scientifically validated that your organisation's current level of customer-centric culture is an important predictor of future results.

We found eight critical cultural traits of customer-centric culture that determine if your business can create customer advocates and win in the marketplace. Our [Market Responsiveness Index™](#) or MRI measures and benchmarks these traits. Those are the foundations we teach in this course.



1.1 — Customer Culture-Profit Link

# A unique hybrid of self-paced and instructor-led online learning

### **The Six Week Program Comprises of:**

- Four (4) Self-Paced Learning Modules
- Four (4) Instructor-Led Modules
- Project Submission & Knowledge Test (Module 5)
- Presentation & Certification Awards (Module 6)

#### Live Session Durations:

- Module 1: 3 hours
- Module 2: 2 hours
- Module 3: 2 hours
- Module 4: 2 hours
- Module 6: 1 hour

### **Six Participant Benefits:**

1. To receive a foundational understanding of the practices and tools that can shape your company's culture around the customer and move the drivers of customer experience forward in your organisation.
2. To develop a business case for taking the next step in your organisation to strengthen customer culture practices.





Prepare On  
Your Own  
For The Live  
Sessions



Get the  
Maximum  
Out Of  
Meeting  
Online



Learn From  
And Bond  
With Fellow  
Students

3. To gain practical knowledge that you are encouraged to use in your organisation.
4. To widen your influence with colleagues and senior leaders through a credible, proven framework, measurement and action system.
5. To be part of a connected community of customer culture practice professionals from across the world.
6. To see a pathway for you as a professional to gain accredited expertise and higher-level leadership.

### Earn Your Badge

Every participant who successfully completes the six-week program is entitled to display the Certificate Badge.



# Course Curriculum



## MODULE 1

The Why and What of Customer Culture

9 Video Lectures

1 Interaction Exercise

1 Quiz



## MODULE 2

The How - Best Practices in Shaping a Stronger Customer Culture

12 Video Lectures

4 Interaction Exercises

1 Quiz



## MODULE 3

Building the Business Case and Getting Support

11 Video Lectures

2 Interaction Exercises



## PRE-LEARNING



## ONLINE PARTICIPANT MEETING 1

ONLINE PARTICIPANT MEETINGS ARE ORGANIZED BY THE STUDENTS TO COLLABORATE ON TASKS IN BETWEEN INSTRUCTOR-LED MODULES.



## MODULE 4

Taking Action to Move Forward

8 Video Lectures  
1 Self-assessment  
1 Interaction Exercise  
Final Quiz



## MODULE 5

Customer Culture Project Completion + Online Knowledge Test

1 Task instruction Video  
3 Tasks  
1 Knowledge Test



## MODULE 6

Congratulations, You Are Now a Certified Customer-Centric Culture Practitioner

1 Final Video Recap  
Certification Logo  
Feedback Discussion



**ONLINE PARTICIPANT MEETING 2**



**ONLINE PARTICIPANT MEETING 3**



**KEEP ON NETWORKING & LEARNING**



## Our Packages



### Package 1

Individual Customer-Centric Culture Foundation & Certification Course.

- 6 Week Program
- 1 Year Access to Course Materials on Our Alumni Platform
- Access to Your Peers

**US\$1995**



### Package 2

Dedicated In-company Customer-Centric Culture Foundation & Certification Course.

- 2 Week Program Tailored to Your Company
- 1 Year Access to Course Materials and Your Own Company Circle on Our Alumni Platform

**Ask Us**



### Package 3\*

Dedicated and Residential Four-Day Foundation & Certification Course at Château Charles (Belgian Ardennes).

- Immersive Customer-Centric Culture Foundation & Certification Course for Senior Leaders.
- Bespoke for Your Company

**Ask Us**

\*Available Only In Europe

Our Participants Share



# We Can **Immediately** **Apply** What We Learn



**Deutsche Telekom**  
Global Carrier



**Thomas More**  
University College



**Wright Medical**  
Group



**Telstra**



**Vodafone**



"As we are the CX team in our organisation, we can utilize the knowledge in our CX Program and related framework. It very well supports us in educating people and triggering a new type of approach."

**Beatrix K., Deutsche Telekom**

*Head of Customer Experience, Transformation & Business Steering*

Your Company's US\$ 2.5K Bonus

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# Your Participants **Measure** Your Company's **MRI** Score

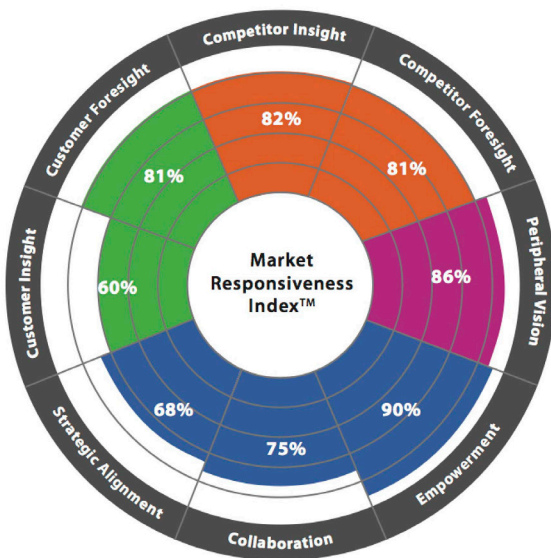
The *Market Responsiveness Index*<sup>™</sup> or MRI, developed by MarketCulture, provides benchmarks as percentiles on each of the eight customer-centric culture disciplines. It measures the behavioral heartbeat of your organisation and the degree to which it has a customer culture and can respond to your markets and proactively engage markets. Your participant or participants learn the value and the interpretation of the MRI during the six week program. As part of their assignments, they use the MRI and survey up to five (5) senior leaders within your organisation.

During the course, they acquire the knowledge to analyze the results, give feedback to the respondents, and prepare a roadmap for a stronger customer culture.

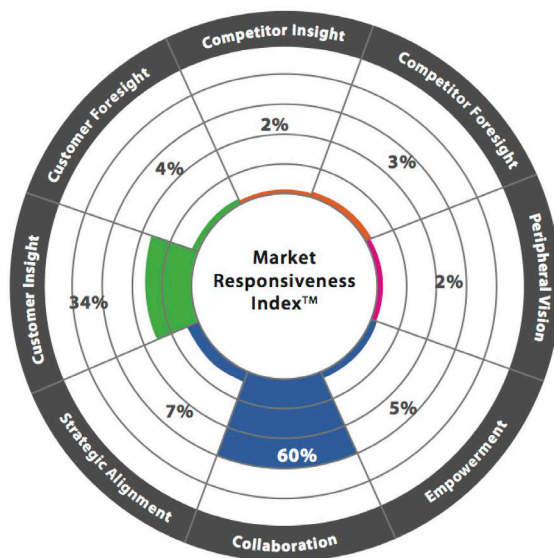
This exercise alone has a value of US\$ 2,500 that comes as a bonus on top of the newly gained knowledge, the best practices, and the immediate improvement actions you or your participants take back to your company. No matter where you stand on the customer culture spectrum, start by benchmarking where you are now. That is what we teach.



# #8disciplines



STRONG CUSTOMER CULTURE



WEAK CUSTOMER CULTURE



"Being able to see all these eight disciplines in one chart and learning about how they interact has been super interesting."

**Lisa H., Way Business Solutions**  
Business Solutions Team Leader



Back to p7.

# Expert Team



**Chris Brown, CCXP**

CEO MarketCulture



Chris is a keynote speaker, author and CEO of MarketCulture, a firm that specializes in working with companies to create customer-obsessed cultures. He is the co-author of the award winning book, *The Customer Culture Imperative* which won Marketing Book of the Year in 2015. His previous post as Marketing Director for Hewlett-Packard provided him firsthand experience of the challenges facing leaders trying to create a stronger external focus. Chris has consulted with more than 50 of the Fortune 500 companies as well as 100s of SMEs around the world.



**Sean Crichton-Browne**

Head of Global Partnerships



Sean's role with MarketCulture is to build Global Partnerships and support customer engagements, whether directly with MarketCulture or with our Accredited Partners. He has deep knowledge and experience in sales and sales management and has owned and managed his own solutions company for more than 25 years in Sydney. Sean works with MarketCulture clients and accredited partners to identify their needs and what solutions are relevant to satisfying those needs. He has particular knowledge and experience in the service and technology industries.



**Jef Teugels, CCXP**

CEO MarketCulture EU



Jef is CEO of MarketCulture Europe and has been working internationally for three decades with stock-listed enterprises, SMEs, and start-ups. His work focuses on the force field created by the overlap of customer behavior, organisational readiness, and exponential technologies. Jef's main job is to assist our clients in letting the energy in that force field not go to waste. Instead, he makes sure our clients use it to their customers' and employees' advantage in a unique mix of leadership and sustainability in a customer-centric and data-driven world.



MARKETCULTURE.ACADEMY



**Interact  
with fellow  
students and  
alumni**



**Submit a  
project that  
benefits your  
company**



**Ask the  
experts  
directly**

## OUR GLOBAL PARTNERS



ENDORSED BY



### MarketCulture Strategies, Inc.

Downtown San Jose, 99 S Almaden Blvd., Suite 600, San Jose, CA 95113, USA

P. +1 (800) 817-8582 E. [enroll@marketculture.academy](mailto:enroll@marketculture.academy)

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