

Section 1 - Introduction

Item	Length
Welcome	2m 17s
Course Structure	1m 05s
The Magic Quadrant of CCI	4m 10s
Take Away Exercise	N/A
The 3 Building Blocks	3m 16s
The Formula Explained	1m 31s
Take Away Exercise	N/A
Learn from their mistakes	3m 47s
Learn from their successes	3m 31s
The CCI Assessment Tool	1m 55s
Take Away Exercise	N/A

Section 2 - Purpose and Direction

Item	Length
Why Define Your Purpose and Values?	3m 17s
Take Away Exercise	N/A
Defining Your Purpose	3m 06s
Take Away Exercise	N/A
Visualizing Your Purpose and Direction (with Ingrid Lill)	14m 36s
Defining Your Values	1m 52s
Take Away Exercise	N/A
Living your Purpose and Values	2m 19s
Take Away Exercise	N/A
Purpose and Values Wrap-up	0m 52s

Section 3 - Getting to Know Your Customers

Item	Length
Tools and Strategies for Truly Understanding Your Customers	1m 21s
What Does it Mean to be Customer Centric?	2m 29s
Intro to Jobs To Be Done (JTBD)	4m 12s
Wheel of Progress (with Eckhart Boehme)	16m 47s
Take Away Exercise	N/A
Understanding Your Customer Segments (with Rick Adams)	19m 44s
Take Away Exercise	N/A
Customer Journey Mapping	10m 54s
Take Away Exercise	N/A
Customer Lifetime Value	3m 37s
Take Away Exercise	N/A
Examples of Customer Centric Companies	3m 11s
Knowing Your Customers Wrap Up	1m 10s
Take Away Exercise	N/A

Section 4 - Your Customer Experience Strategy

Item	Length
Intro to The Experience Economy	4m 33s
Take Away Exercise	N/A
Defining Your CX Strategy	1m 22s
The CX House	3m 29s
Take Away Exercise	N/A
SUPER CX	4m 21s
Take Away Exercise	N/A
Examples of CX Strategy in Action	4m 54s

Section 6 - Innovation Principles and Practices

Item	Length
What Does it Mean to be Innovative	4m 31s
The 5 Principles of Innovation	5m 15s
Take Away Exercise	N/A
Putting the Principles into Practice	2m 35s
Design Thinking 101	2m 28s
Take Away Exercise	N/A
Design Thinking Step 1 - Empathize	1m 50s
Design Thinking Step 2 - Define	1m 51s
Design Thinking Step 3 - Ideate	2m 16s
Effective Brainstorming Sessions – Part 1 (with Tamara Eberle)	15m 11s
Effective Brainstorming Sessions – Part 2 (with Tamara Eberle)	16m 13s
Design Thinking Step 4 - Pilot	2m 54s
Design Thinking Step 5 – Get Feedback	3m 00s
Take Away Exercise	N/A
Design Sprints (with Carlos and Leah Oliveira)	15m 16s
Take Away Exercise	N/A
Gain Buy-in by Working Backwards (with Richard Russell)	13m 49s
Take Away Exercise	N/A
Innovation Hits and Misses	7m 43s
Innovation Principles and Practices Wrap Up	1m 19s

Section 7 - Leading Innovation

Item	Length
Leading Innovation - It all Starts at the Top	1m 47s
Common Mistakes and How to Avoid Them - Part 1	6m 07s
Common Mistakes and How to Avoid Them - Part 2	4m 33s
Take Away Exercise	N/A
Innovation Lab vs Widespread Innovation Culture	2m 51s

Section 8 - Individual Skills and Behaviors

Item	Length
The Good Apples	1m 12s
The 5 Qualities Required in Your CCI Culture	3m 40s
Take Away Exercise	N/A
Finding the Good Apples (with Tracy Brown)	12m 31s
Take Away Exercise	N/A
Retaining the Good Apples (with Tracy Brown)	12m 24s
Take Away Exercise	N/A
Putting Your Money Where Your Mouth Is - Zappos	1m 56s
When You Turn Your Good Apples Rotten - IBM	2m 43s

Section 9 - Final thoughts

Item	Length
Closing Remarks - Putting It All Together	1m 43s
Take Away Exercise	N/A

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