

JAMES DODKINS

CUSTOMER EXPERIENCE INNER CIRCLE

WANTED:

Customer Experience professionals who are committed to taking their performance to the next level.

My passion is helping CX professionals improve their performance and achieve their full potential.

- Professionals new to the discipline.
- Accredited and certified CX professionals.
- Customer Experience Managers.
- Heads of Customer Experience.
- Directors of Customer Experience.
- Chief Customer Officers.

Over my career working with some of the the world's best performing companies I have witnessed, first hand, what separates the CX winners from CX losers.

One of the main differentiating factors is; **EXTERNAL INSIGHT.**



IT'S ALL ABOUT DIVERSITY OF THOUGHT

The Customer Experience Inner Circle coaching group has been created to help CX professionals gain knowledge, ideas, insight and critique from outside of their 'bubble'.

This 'Inner Circle' group is as much about **doing** as it is about **learning**. Accountability will be at the forefront of the group coaching experience.

The members of this group will be hand picked to ensure that the group dynamic is inspiring, insightful and motivational.

“The people who you spend your time with, are the people you become.”

There are two main benefits of this group:

The first being your access to expert coaching and mentorship from me. I've helped Disney, Lego, Adobe, Amex, Mercedes, Nike, Microsoft and many more companies improve their customer experience and along that journey have learned what works and what doesn't.

The other benefit being your access to a group of people from different industries with different experiences giving different ideas and insights into your ideas and issues. A group that will be honest and candid, a group that will support you in the hard times and celebrate you in the good. A group that is driven, determined and committed to advancing and evolving how they approach CX on a daily basis.

HOW IT WORKS

Weekly 1 Hour Group Coaching Call

Every member will share 'wins and lessons' from the previous month and will measure progress towards longer term goals. Then we will 'Spotlight' one member who will pose ideas or questions for coaching and critique from every other member. Finally every member will set next week's goals.

Private WhatsApp Group

For answers to questions or input into ideas 24/7, plus unique content. This will be the main point of contact between members.

Monthly Q&A Session

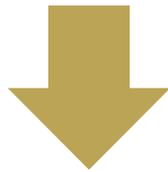
Open format Q&A on any CX subject or topic. Questions answered by James and occasional special guests. Call time 1 hour.

I anticipate the return being far greater than the investment but if for any reason you feel that isn't the case I will give a full refund of the years fees.

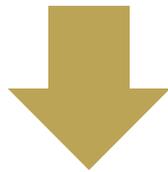
HOW TO APPLY

Groups are strictly limited to 8 members, as a result, an application process has been put into place to ensure the best group dynamic possible is achieved. This group is NOT right for everyone.

Fill in the application form at
www.jamesdodkins.com/inner-circle



You will receive communication within 48 hours as to whether your application has been successful or not and if successful a ‘Get Acquainted Call’ will be arranged.



Dependent on the outcome of the call James will either invite you to join a group, join a waiting list or explain why he feels that there’s not a right fit.

If you’re ready to reach your full CX potential, contact James today.