



A Force for Good

Design Loyalty. Scale with Heart.

Discover the 3 Experience Upgrades Your Business is Missing

Three Customer Experience Improvements Selector™

Three Customer Experience Improvements Selector™

Team Experience Improvements (Internal Team Members)

- 90 Day Onboarding Redesign** - Craft a purposeful, warm onboarding that builds clarity, belonging, and momentum.
- Monthly Culture Rituals** - Introduce shared celebrations like "win Wednesday" or "high-five Fridays."
- Peer Recognition Hub/Board** - Set up a simple system for teammates to shout out each other for doing your Core Values.
- Weekly Team Huddles with Purpose** - Add a values-aligned moment, gratitude round, or impact story.
- Professional Development Stipend** - Offer each team member an annual budget for learning and growth.
- Core Values Awards** - Recognize team members who live your values through shoutouts or perks.
- Growth Plans for Every Role** - Make advancement pathways visible and personalized.
- New Hire Welcome Kit** - Include branded swag, a welcome letter, and a team video.
- Monthly Wellness Check-ins** - Add optional monthly 1:1s focused on well-being and energy.
- Empathy Conversations** - Host quarterly conversations on inclusion, belonging, and justice in the workplace.
- Idea Wall or Slack Channel** - Encourage team members to share creative improvements in real time.
- Values-Based Onboarding Journey** - Introduce one core value per week during a new hire's first month.
- Add a Team Impact Story to Weekly Meeting** - Start with a story of customer transformation or team success.
- Create an Internal Culture Buildbook** - A living doc that shares "how we do things here" rooted in your values and mission.
- Half-Day Monthly Focus Time** - Block a half-day each month for team members to focus on deep work or learning.

Three Customer Experience Improvements Selector™

PART

How
your
1.

Three Customer Experience Improvements Selector™

PART THREE - PLOT IMPROVEMENTS

Identify which customer experience improvement goes into each of the four quadrants.

High-Impact, Low-Resource Improvements	High-Impact, High-Resource Improvements
Low-Impact, Low-Resource Improvements	Low-Impact, High-Resource Improvements

Three Customer Experience Improvements Selector™

FOURTH - SELECT

Hopefully, selecting these improvements will be easy now that you have brainstormed, rated them, and mapped them on impact and resource intensity. Utilize these questions to help you make your choice.

- Which three improvements will most transform your customer and employee experience?
- Which ones will produce the biggest shift from transactional to transformational?
- Which one will be most fun and engaging for you and your team to implement?

Select THREE IMPROVEMENTS you and your team commit to implementing over the next 90 days.

By the date _____, we commit to implementing these three improvements:

Improvement #1
Improvement #2
Improvement #3



Ask Yourself

- Is your customer experience truly remarkable?
- Do your team members regularly turn routine moments into unforgettable ones?
- What would it take for your customer experience to become your best marketing channel?
- *What if just 3 experience upgrades—big enough to matter, small enough to execute—could transform your growth trajectory this quarter?*

*Today's topic – **Three Customer Experience Improvements**—are here to help you elevate connection with those you serve.*

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Who is Your Customer?

- In the Force for Good System™, we invite you always consider your many constituents – customers, team members, partners, vendors, investors, industry, local community, larger community, and world at large
- The two most critical are typically those who buy your offerings and your team
 - Clients – exchange money for your services
 - Team members – exchange time, energy, and belief for a shared purpose
- We invite you to see your Customer Experience as one that directly *serves both* your clients and your team



Definition: Customer Experience (CX)

- Customer experience is the total perception a customer (client or team member) has of your company, based on every interaction they have—before, during, and after a purchase.
- It's not just about what you sell. It's about how people feel when they engage with your brand, your team, your service, and your values.
- A **great customer experience** builds trust, loyalty, and advocacy.
- A **poor customer experience**—*often subtle or unintentional*—can quietly erode growth, even when your product is strong.

Customer experience is the **emotional journey** your company creates—*one touchpoint at a time.*



Customer Experience (CX)

- Founders often struggle to create a remarkable customer experience:
 - Overwhelming number of touch-points
 - Give up before getting started
 - Just trying to get basics handled
 - Team already overloaded
 - Systems aren't in place to empower consistency
- This is why improving your Customer Experience, *three changes at a time*, make it possible to radically elevate without overwhelm



What are Three Customer Experience Improvements?

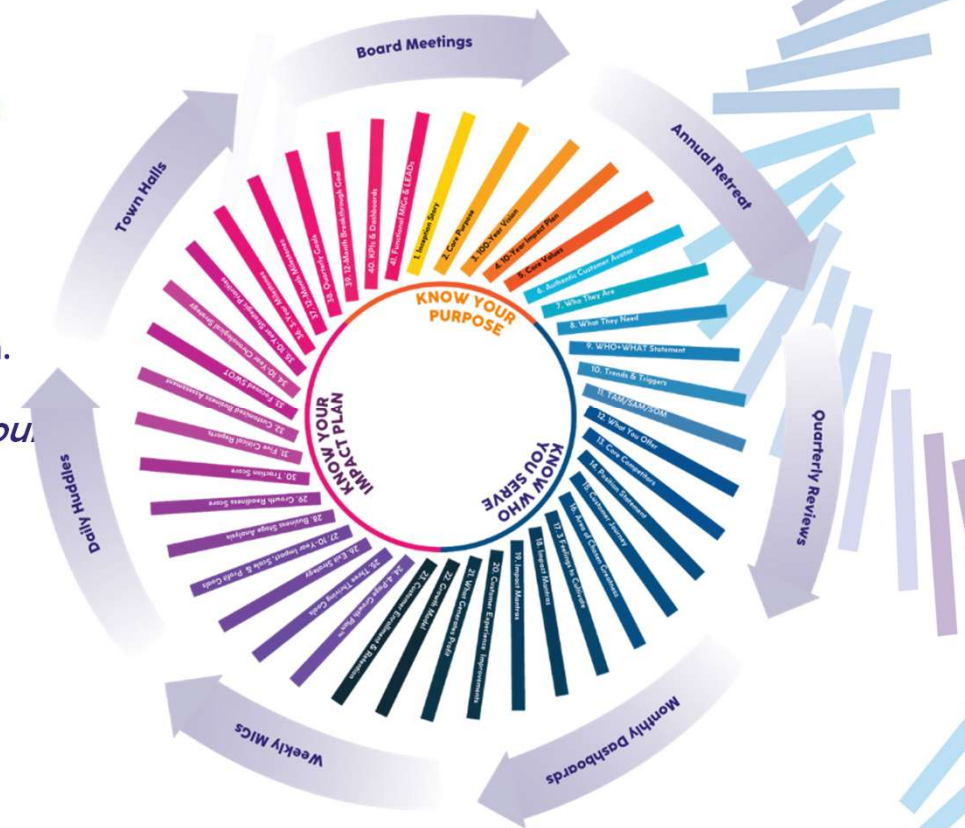
- A continuous, purpose-driven practice of actively selecting and implementing three high-impact ways to enhance the experiences of both **clients** and **team members**—your two most important constituents.
- This cycle of improvement keeps your company alive, aligned, and evolving.
- As one improvement is completed, another is added, creating a steady rhythm of innovation, care, and cultural vitality.

Your company is a living, breathing organism.
It requires **attention** and **oxygen** to **prosper**.

A FORCE FOR GOOD Today's Focus

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- Core Growth Element: Three Customer Experience Improvements
- Today's Tool: Three Customer Experience Improvements Selector™
- Workshop Goals:
 1. Use the Three Customer Experience Improvements Selector™
 2. Define Three Customer Experience Improvements
 3. Identify one High-Leverage Habit and one High-Potency Action.
- By the end of today, you'll leave with the words that can guide your team through challenge, growth, and impact.*
- Download the Three Customer Experience Improvements Selector™ now!*





3 Core Growth Elements – Where It Fits on the 4-Page Growth Plan™

- 4-Page Growth Plan™ – In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- *Know Who You Serve*
- This section defines your customer – it inspires this Core Growth Element:
 - Three Customer Experience Improvements

FFG 4-Page Growth Plan™ (4PGP™)
A living, breathing reminder of what fosters growth.

KNOW YOUR PURPOSE.

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

KNOW WHO YOU SERVE.

Total Available Market

Serviceable Addressable Market

Serviceable Obtainable Market

Authentic Customer + Offering

Who They Are

What They Need

WONDERFUL Statement

Why – Trend & Triggers

What You Offer

Core Competitors

Position Statement

Chosen Area of Greatness

3 Feelings to Cultivate

Impact Metrics

Customer Experience Improvements

What Generates Profit - Products & Services (Update Monthly)

Core Product & Service Line	Unit Price	Unit Cost	Unit Gross Margin	Unit Sales	TMM	TMM Customers	TMM Revenue	Avg Rev. Per Customer	TMM Gross Margin	TMM Gross Margin %
Generation Profit	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)

TOTALS:

Growth Model:

Current ABPC/YY (\$)

Customers for \$100K

Customers for \$25K

Customers for \$10K

Customers for \$500K

Customer Enrollment & Retention Funnel

1 – Shine Your Light – Channels

2 – Deliver Profound Experiences – Methods

3 – Ask Them to Be Your Customer – Methods

4 – Connect & Nurture – Methods

12-Month Customer Enrollment Goals – By

How Many Suspects?	How Many Prospects?	How Many New Customers?
Per Month?	Per Month?	Per Month?
Per Year?	Per Year?	Per Year?

% Suspects to Prospects:

% Prospects to Customers:



Why It Matters

- Your company is a *living system*. It thrives when nurtured.
- Culture and loyalty are shaped by what you improve, not just what you *maintain*.
- Small, thoughtful changes create *repeat customers* and *engaged teams*.



Two Audiences. One Commitment.

- You serve two types of customers:
 - Clients → exchange money for transformation
 - Team members → exchange belief and effort for belonging
- Great companies improve the experience for *both*—continuously.
- Elevates the value of every member of your team.
- Fulfills promises like “we value our team.”
- Builds a culture of care – inside and out.



Why You Need Three Customer Experience Improvements?

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- You're Losing Loyalty—Silently
- Your Culture is Being Shaped—With or Without You
- Stalled Growth is Often an Experience Problem
- Emotional Resonance Drives Profitability
- It Creates a Company People Cherish

You don't need to change everything.
You just need to choose **three** improvements that **matter**.



Mistakes to Avoid

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- Treating CX as a one-time project, not a living habit
- Only improving for paying customers, not team members
- Optimizing for process over emotion
- Reacting to complaints instead of designing delight
- Assuming you know what people want—without asking

Even satisfied customers and high performers may quietly **disengage** if their experience stagnates.



Inspiring Examples

Customer Improvements

- Customer Milestone Celebrations
- Simplified Billing & Invoicing
- Client-Only Strategy Sessions
- Post-Purchase Thank Yous
- Customer Education Series

Team Improvements

- 90-Day Onboarding Redesign
- Values-Based Orientation Journey
- Voice of the Team Surveys
- Weekly Team Impact Story
- Monthly Mental Wellness Check-Ins

Which 3 experience upgrades—
big enough to matter, small enough to execute—
would *transform your growth* trajectory this quarter?



The Power of Just Three

- You and your team can remember three.
- You can implement three.
- A single improvement can reduce churn.
- Three can shift culture, retention, and growth velocity.

Start with just three.
Big enough to matter.
Small enough to execute.
Powerful enough to transform.



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BRAINSTORM POSSIBLE IMPROVEMENTS

MEASURE IMPACT & RESOURCES

PLOT IMPROVEMENTS

PRIORITIZE IMPROVEMENTS

SELECT THREE IMPROVEMENTS



Three Customer Experience Improvements Selector™

- Let's walk through the Three Customer Experience Improvements Selector™
- Examples:
 - Fictitious Company: ABC Integration Company
 - Integration, analytics, and reporting software
 - Shared Avatar: Francine, CFO of a large financial institution who provides complex reports to her CEO and a demanding public board
 - Fictitious Company: Savvy Kids
 - Specialized shoelaces that help kids learn to tie their shoes. Planning to launch other educational tools and skill-building toys over time
 - Shared Avatar: Julie, mother of 5-year-old, Pearl, who longs to help her daughter learn to tie her shoes so Pearl can feel confident, capable, and successful.



Pause to Acknowledge Wisdom

New Clarity, Deeper Knowing. Practical Power.

- ✓ Reconnected with your purpose of service
- ✓ Identified tangible ways to elevate loyalty and culture
- ✓ Clarified priorities that energize your team
- ✓ Aligned growth with care
- ✓ Identified 3 experience upgrades to transform your growth trajectory this quarter

Build a company **beloved**
by customers and team members alike.



Update Your 4-Page Growth Plan

The image displays four panels of the FFG 4-Page Growth Plan (4PCP) form. The first panel, titled 'FFG 4-Page Growth Plan™ (4PCP)', shows the 'Business Overview' section. A yellow circle highlights the 'Business Description' field. The second panel shows the 'Financial Overview' section, including a funnel diagram. The third panel shows the 'Marketing Overview' section, featuring a table of marketing activities. The fourth panel shows the 'Operations Overview' section, featuring a table of operational metrics.

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High-Leverage Habits

- What Are High-Leverage Habits? Repetitive practices that all but guarantee breakthrough results.
- What habit could help you focus on the Three Customer Experience Improvements you chose?
- Examples:
 - Add “CX Improvements Review” to Monthly Dashboard
 - Begin every team meeting with “Who did we serve well this week?”
 - Use a feedback pulse survey every 30 days
 - Review improvement progress quarterly
 - Celebrate one small win in every Monday huddle

Small improvements, consistently executed,
create legendary experiences.

Choose one
**HIGH-
LEVERAGE
HABIT**
you will start this
week.



Identify High-Potency Action

- What is a High-Potency Action? – One-time, catalytic actions that create measurable transformation.
- What one bold action could you take this week to activate Three Customer Experience Improvements in your company culture?
 - Assign one leader per improvement
 - Set a time in the next 7 days -- to meet and create a plan for each improvement
 - Create an action plan for each of the 3 improvements
 - Announce your 3 chosen improvements
 - Add the Three Experience Improvements to your weekly, monthly, and quarterly meeting agendas

What you choose to improve
reveals what you **value**.
Choose with intention.
Lead with care.

Choose one
**HIGH-POTENCY
ACTION**
Improve you will take
this week.



What We Did Today ✨

- Defined one Core Growth Element:
 - Three Customer Experience Improvements
- Learned how to use the Three Customer Experience Improvements Selector™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action
- Three Customer Experience Improvements:
 - Reconnected to *culture as a growth strategy*
 - They translate your *values into language* that scales your leadership without diluting your vision.
 - They serve as a cultural anchor—and a leadership amplifier.

You're ready to scale a business people
cherish—*inside and out*



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The Book

- Learn more about the Three Customer Experience Improvements and Three Customer Experience Improvements Selector™ in Chapter 7
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™

aforceforgood.biz/book





Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

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Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

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Thank you!

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