

10 LESSONS FOR CUSTOMER EXPERIENCE TEAMS



Have you ever been in the presence of someone who's head of an innovation function that shuts down every idea? A non-human centred leader, establishing a customer centricity function is just as jarring. Be sure to continue to grow your skills in human centred leadership and creative problem solving. The more you integrate the principles of what you're building into the way you show up, the easier it is for you, and the more believable and inspiring it is for others.

**Be what you
are creating**