

# GOAL MAPPING

## NOT Journey Mapping

**WHERE TO TAKE MY CLASS?**

**ORGANIZE MY TRIP**

**ARRIVE PREPARED AT CAMPUS**

**HAVE A PLAN FOR EACH BUILDING**



**EXPERIENCE A BUILDING**

**SUCCESSFULLY DEPART WITH CLASS**

**EXIT MEMORIES FROM CAMPUS**

**BACK HOME LEARNING**

# Do We Earn the Right to Growth?

Deliver For Our Customers? From THEIR Point of View?

**EARN**

DISCOVER/  
RESEARCH

CONVERSION

PURCHASE

ACTIVATE &  
FIRST USE

ONGOING  
USE

RENEWAL

DORMANCY/  
CHURN

Prepare me to  
**BE AHEAD  
OF CHANGE**

Feed me  
knowledge to  
**EARN TRUST**  
with colleagues

Ensure We  
Experience  
**IMMEDIATE  
SUCCESS &  
VALUE**

**PROACTIVELY  
SOLVE**  
issues and  
guide us to  
reliability

Prove  
**INCREASED  
CLIENT  
GROWTH &  
VALUE**

**DELIVER**

# CUSTOMER GOALS:

Guide how you lead, sell,  
serve, earn admiration & grow.



# THE ~~KEEPERS~~ **RESERVE** EXPERIENCE



Language of Leaders...

CUSTOMER-DRIVEN KPI's...

# REFLECT on NEW Customer-Driven KPI's

(Achievement of their Goals...not Satisfaction:  
THEIR GROWTH, not your growth)

# From VALIDATING to UNDERSTANDING



**LISTEN TO  
UNDERSTAND  
CLIENT  
NEEDS FOR  
EACH GOAL**

(outcomes vs.  
operations)



IMPACT:

VALUE + MEMORY

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