

2024/2025 Syllabus

Become the best professional decision of your employee's life.

Course Overview

For the last decade, The DiJulius Group has offered The Customer Experience Executive Academy (CXEA), which is considered the Harvard of Customer Experience. The CXEA has graduated well over 100 Certified Customer Experience Executives from all over the world.

As a result of their newest book, *The Employee Experience Revolution*, and the incredibly high demand leaders, human resource, and recruiters in corporate America need to build a World-Class Internal Culture, The DiJulius has launched the Employee Experience Executive Academy.

As leaders, we need to do better. Employees deserve better. The “Great Resignation”, “Quiet Quitting”, and “Cancel Culture” are not indictments on employees, but rather, business leaders’ lack of focus on truly caring for the people who are under their command. Today, employees are more selective than ever regarding who they will work for; they are insisting that companies and their leaders help them live the right life. That is how you build a World-Class Culture.

Great brands are born to help people live extraordinary lives. Great leaders inspire their employees to build lives of meaning and purpose. As a result, they help their employees and customers reach their fullest potential.

You will learn:

1. Unhappy employees are a company's greatest expense
2. Building & developing great leaders
3. Creating a Recruitment Experience
4. Creating an Onboarding Experience
5. How to build a moat around your top talent
6. Leaving a Leadership Legacy
7. Power of Purpose
8. Presentation skills and storytelling

Rules for Success

1. Do the work - Complete all assignments and be prepared for discussion
2. Participate - especially during group sessions
3. Give 100% - Treat this like the Masters course it is and you will reap the rewards
4. Honest feedback - we can only get better, if you tell what works and what doesn't

Instructors

John R. DiJulius III
Dave Murray

Phone

216.839.1430

Websites

TheDiJuliusGroup.com

Location

Cleveland, Ohio

In Class Sessions in Cleveland, Ohio

Fall Session 2024 - September 24, 25, 26*

Winter Session 2024 - December 10, 11, 12

Spring Session 2025 - March 11, 12, 13

Summer Session 2025 - June 10, 11, 12

*Every day of the Cleveland sessions will begin at 9am, with conclusion at 5pm on Tuesday/ Wednesday, and 2pm on Thursday, with the exception of *Quarter 1 which will be a FULL day and go until 5pm*

Virtual Sessions - 1pm Eastern via Zoom, 1 hour

August 6th - Orientation

October 8th

November 12th

January 7th

February 11th

April 8th

May 13

Course Schedule and assignments

Fall Session 2024

Subject

Practice

Pework to be completed
prior to day 1 of class
3 full days

Day 1

Creating a Recruitment Experience

A hands-on interactive
workshop where you'll
learn:

- Why companies need to have a recruitment experience
- RX starts long before the 1st interview
- How to narrow down your talent pool
- How to make your interview process Un-Gameable

Day 2

Creating an Onboarding Experience

A hands-on interactive workshop where you'll learn:

- How the best brands create an incredible onboarding experience.
- How to help new hires be excited about their career.
- How to set new hires up for success
- Best practices for an amazing New Employee Orientation.

Day 3

Implementation and Execution

Fall Session will conclude with a step-by-step plan to implement and execute on how to build and implement a recruitment and an onboarding experience

Winter Session 2024

Pework to be completed prior to day 1 of class
2.5 full days

Subject

Practice

Day 1

Creating an Employee Experience that retains them

A hands-on interactive workshop where you'll learn:

- Forget talent wars; Grow your own talent
- Employees will invest more if they feel invested in
- How to get employees to brag about their job
- Why you need a "Chief Fun Officer"
- To train the whole person
- How to help your employees find their IKIGAI

Day 2	Tearing Down Silos by Building Collaboration Across Departments	<p>A hands-on interactive workshop where you'll learn:</p> <ul style="list-style-type: none"> - How to create world-class teamwork - Smooth handoffs between departments - How your work impacts others - Who, really, is your customer - How to tighten up communication
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Day 3	Implementation and Execution	<p>Winter Session will conclude with a step-by-step plan to implement and execute on how to build an ongoing employee experience and a world-class internal departmental experience throughout your organization.</p>
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Spring Session 2025

Pework to be completed prior to day 1 of class
2.5 full days

Subject

Practice

Day 1	Presentation Skills and Storytelling Part 1	<p>A hands-on interactive workshop where you'll learn:</p> <ul style="list-style-type: none"> - How to be a strong presenter and storyteller - How to effectively share your vision with your team - Each student will present multiple times throughout the two days
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Day 2	Presentation Skills and Storytelling Part 2	<p>A hands-on interactive workshop where you'll learn:</p> <ul style="list-style-type: none"> - How to be a strong presenter and storyteller - How to effectively share your vision with your team - Each student will present multiple times throughout the two days
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Day 3	Implementation and Execution	Spring Session will conclude with a step-by-step plan on what each leader needs to do to continue crafting their presentation and storytelling skills
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Summer Session 2025

Prework to be completed prior to day 1 of class
2.5 full days

Subject

Practice

Day 1	Building and Developing Great Leaders	<p>A hands-on interactive workshop where you'll learn:</p> <ul style="list-style-type: none"> - How to avoid accidental managers - How to identify your emerging leaders - How to develop leaders to be human first - Two new skill sets no leader needed until now - How to stop policing and start leading - That there are no bad teams, only bad leaders - What it takes to aster rapport building in leadership
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Day 2

Living an Extraordinary Life

A hands-on interactive workshop where you'll learn:

- How to motivate the motivators
- Create Vuja de moments
- How to lead in a crisis
- That leadership is all about energy
- The difference between energy givers and energy suckers
- What makes you a Revolutionary

Day 3

Implementation and Execution

Summer Session will conclude with a step-by-step plan to implement and execute on how to build and develop great leaders and live an extraordinary life

Graduation
