



# Academy Syllabus

**Instructors**

John R. DiJulius III  
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*The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.*  
  
-William A. Ward

**Course Overview**

**Administrator**

Lindsey Friedel

This series of classes follows the trademarked X Commandments methodology created by John DiJulius and The DiJulius Group. This methodology comes from over a decade of practical application, working and studying world-class customer service organizations from all over the globe in different industries. Participants will learn the importance of each aspect of this methodology and how to implement and execute on each one from The DiJulius Group Instructors.

**Phone**

216.839.1430

**Websites**

TheDiJuliusGroup.com  
CXEA.org

**Location**

Cleveland, Ohio

The CXE course is a 12-month part-time rigorous program. Training will occur in the classroom, businesses and virtually through scheduled calls and webinars. The CXE student is required to attend quarterly intensive training sessions and also participate in virtual meetings. Each classroom session is a combination of lecture and interactive workshops. Students will be challenged to develop a custom strategic plan for their organization while assessing the current state of service and work to build a culture that delivers world-class experiences consistently, while being able to train and educate their colleagues accordingly. This will be demonstrated in the form of a presentation given to the rest of their classmates for input and review.

## Learning Objectives

1. Prepare students to run an entire organization's Customer Experience as their Chief eXperience Officer (CXO), Chief Customer Officer (CCO) or Customer eXperience Executive (CXE)
2. Increase self-motivation and life-long learning
3. Master the methodology of The DiJulius Group's X Commandments
4. Write and present more effectively
5. Enhance leadership skills to be able to go out and train and educate colleagues to get on board

## 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

# Course Schedule:

## In Class Sessions

Each student will attend, in person, 1 session quarterly in Cleveland, OH. The Academy has a Winter, Spring, Summer and Fall session. With rolling admission, the session a student starts will be considered their Session 1 (with Graduation occurring after they complete their 4<sup>th</sup> and final session). A detailed list of dates will be provided to each student during enrollment. Classes are always Tuesday (9–6pm), Wednesday (9–6pm), and Thursday (8:30–12:30pm) each session.

## Virtual Sessions

Students will be expected to attend monthly virtual touch-base sessions between in-person sessions. These are held on Zoom on Tuesdays from 1 to 2 p.m. EST. A detailed list of dates will be provided to each student during enrollment.

\*Orientation will be scheduled individually upon registration.

# Grading:

(Final grade will be sent to CEO)

**Presentations** (30%) – using knowledge gained from your experience, readings and classwork, put together 7 minute presentations (including power point or keynote slides) explaining what you have done or will do in your company as the CXO or its equivalent including but not limited to: training, educating, implementing the X commandment methodology, and measuring key performance indexes to determine success. Presentations will take place each quarter and you also receive 3 minutes to take Q&A. Presentations must be ready to go day 1 of each quarter, no exceptions.

**Participation** (30%) – includes attendance to lectures and workshops as well as the virtual meetings, being punctual, and actively participating and being attentive in workshops, lectures and virtual meetings. Also, includes doing the pre-work and being prepared by reading the necessary information for each class. Includes peer review evaluation scores.

**Case Study** (40%) – the case study should be a final summary of the improvements that you have made to your organization throughout the program. This will entail completing the template document provided, including the content in your final Q4 presentation, and an executive summary. Select case studies will be featured on The DiJulius Group's client success webpage with company permission.

# Course Agenda and Assignments:

**Homework Guidelines** CXE students are expected to complete all assigned homework within allotted time including: pre-work, reading from *The Customer Service Revolution*, the CSAT, quarterly presentations, the case study, and the 6 components of the Customer eXperience. Presentations must be ready to go day 1 of each quarter, no exceptions. Pre-work and presentation guidelines will be sent to each student 1 month before the in-person session and discussed with them, in full, during the Virtual Session prior to class.

[Fall Session](#)

Fall Session Breakdown	Subject	Practice
1 Day	World Class Leadership	A hands-on workshop to establish balance and ascertain that we as leaders are walking the talk
1 Day	Living an Extraordinary Life	A hands-on workshop developing a plan to leave a “Leadership Legacy” and explore the “Power of Purpose”
½ Day	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

Winter Session Breakdown	Subject	Practice
1 Day	Customer Experience Action Statement	A hands-on workshop where we'll learn what makes a great customer experience action statement (and it's supporting pillars), who should participate in creating one and how do we market and sustain its importance. Creating your Never & Always list as well as a Day in the Life of a Customer.
1 Day	Secret Service	Uncover the hidden systems companies use to leave their Customers wondering "how'd they know that? How'd they'd do that?" and what are the opportunities we have to implement those systems in our business
½ Day	Measuring the Customer's Experience / Implementation and Execution	We will explore through collaboration best practices to measure your customer's experience and how to utilize responses. Session will commence with a plan to implement and execute on current learning.

Spring Session Breakdown	Subject	Practice
1 Day	Customer Experience Cycle	We will learn how to facilitate the trademarked Customer Experience Cycle workshop with our teams in order to develop experiential standards for each stage of our Customer’s experience with us
1 Day	World Class Internal Culture	A hands-on workshop to allow creation of the employee experience cycle taking us from attracting to retaining employees with high service aptitude
½ Day	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

[Summer Session](#)

Summer Session Breakdown	Subject	Practice
1 Day	Zero Risk	A hands-on workshop to develop service recovery systems
1 Day	Above and Beyond Culture	A hands-on workshop to develop a plan to educate, train and trust the team to seek opportunities to exceed customer’s expectations
½ Day	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

# Course Methodology and Topics:

**I. CUSTOMER EXPERIENCE ACTION STATEMENT** The most critical part in training employees to provide a positive experience with every interaction. It is an action statement; a clear call to action of what each employee should intentionally achieve every time they interact with a customer. You will also develop a Day in the Life of the customer story. The Day in the Life helps employees walk in the customer's shoes and view the interaction from the customer's perspective, which will make them more present, and have more compassion and empathy.

**II. CREATE A WORLD-CLASS INTERNAL CULTURE** Create an internal experience between team members and departments that is world-class. Improve communication within departments, locations, and other teams. Identify all customer segments and define how the work they do impacts the external customer experience. Remove silos and build more compassion & empathy internally.

**III. NONNEGOTIABLE EXPERIENTIAL STANDARDS** Experiential standards everyone must follow. Have nonnegotiable experiential standards for each stage of the organization's Customer experience cycle. These experiential standards allow employees to provide a consistent engaging experience that is unlike the majority of competitors. Employees must consistently execute each of these standards.

**IV. SECRET SERVICE SYSTEMS** Utilizing Customer intelligence to personalize their experience, and engage and anticipate their needs. Create Secret Service systems that easily enable front-line employees to personalize the Customer's experience by engaging them and anticipating and delivering on their needs. Having great standards is not enough, you now need to systemize those standards in order for them to be realistically delivered on a consistent basis.

**V. TRAINING TO PROVIDING A WORLD-CLASS CUSTOMER EXPERIENCE** Systems and processes that remove variation and provide a consistent Customer experience. Create an incredible training program for all new and existing employees consisting of softskill training that increases their service aptitude, giving them the knowledge and tools to providing a world-class Customer experience.

**VI. IMPLEMENTATION & EXECUTION** How to go from ideas on a paper to being consistently executed. A solid process that allows the realistic implementation of the Customer service initiatives and systems that are executed consistently by front-line employees.

**VII. ZERO RISK** Anticipating your service defects and having protocols in place to make it right. All employees must have full awareness of the potential common service defects that can arise at each stage of the Customer experience cycle and be trained and empowered to provide great service recovery when defects arise, so your company is known to be zero risk to deal with.

**VIII. ABOVE AND BEYOND CULTURE** Constant awareness and branding of how to be a hero. Create an awareness of the most common opportunities where employees can really deliver heroic service for the Customer that creates an above and beyond culture.



**IX. MEASURING YOUR CUSTOMER’S EXPERIENCE** What gets measured gets managed. Use a scientific method to measure your Customer’s experience and satisfaction, providing benchmarks for performance in each location/department.

**X. WORLD-CLASS LEADERSHIP** Train leaders to lead within your service culture. Create a world-class internal culture that focuses on attracting, hiring, and retaining only the people who are capable of upholding the Customer Experience Action Statement. Every world-class customer service organization is world-class to work for. It takes World-Class Leadership to inspire passion, foster trust, and support teams within a customer centric culture.