

# OPERATIONALIZING EXPERIENCE MANAGEMENT



## What is Experience Management (XM)?

The discipline of using both experience data (X-data) and operational data (O-data) to measure and improve the four core experiences of business: customer, employee, product, and brand.

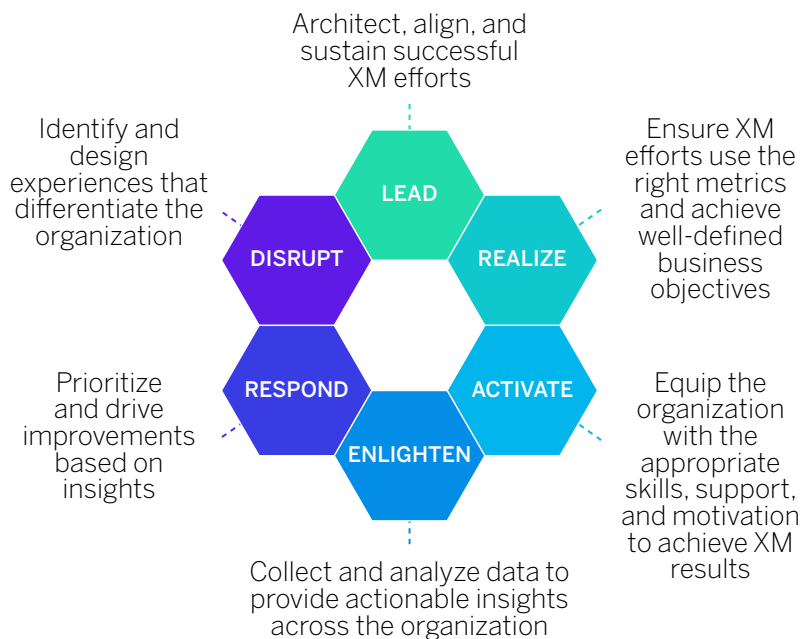
### XM OPERATING FRAMEWORK

How do you establish XM as a discipline? By concentrating on the three components of the XM Operating Framework



### 6 XM COMPETENCIES

To build XM capabilities, master these Six XM Competencies



The path to XM success requires mastering **Six XM Competencies**, which are enabled by **technology** and nurtured by **culture**

### 20 XM SKILLS

To master the Six XM Competencies, build these twenty XM skills

#### Competency Skills

- LEAD**
- + XM Strategy
  - + XM Roadmap
  - + XM Governance

- REALIZE**
- + Value Planning
  - + Value Delivery
  - + Metrics Management

#### Competency Skills

- ACTIVATE**
- + Ecosystem Communications
  - + Expertise Building
  - + Role-Based Enablement

- ENLIGHTEN**
- + X&O Data Integration
  - + Experience Monitoring
  - + Insights Discovery
  - + Insights Distribution

#### Competency Skills

- RESPOND**
- + Immediate Response
  - + Continuous Improvement
  - + Strategic Decision-Making
  - + Process Integration

- DISRUPT**
- + Experience Visioning
  - + Experience Design
  - + Experience Integration