

**AUGUST  
2022**

In case you missed my XM Talks speech last week, I discussed three ingredients for leading through times of uncertainty: 1) Decisive Leadership, 2) Heightened Empathy, and 3) Personal Empathy. These are critical elements that all organizations need to focus on during any time of disruption. For more information, you can [watch the recording or download the eBook](#).

One of the things that you might notice in our recent content is an increased focus on practical tools. Whether it's our new "How-To Guides" or worksheets for stakeholder mapping and EX/CX project prioritization, we continue to look for ways to better help XM professionals. Here's a great [overview of what we published in Q2](#).



— Bruce Temkin | Head of Qualtrics XM Institute

## **Editor's Picks**

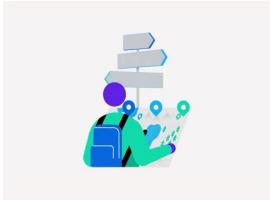


### **Research: The State of Customer Experience Management, 2022**

**SEE MORE**

To understand the current state of customer experience (CX) management, Qualtrics XM Institute surveyed 168 CX practitioners at companies with 1,000 or more

employees about their organizations' CX efforts and asked them to complete our CX Competency & Maturity Assessment.



MULTIMEDIA

### Building Agility With Experience Management

Watch Now →



BLOG

### Experience Management Leaders' Stock Price Outperformed Peers Through COVID

Read More →

**Worksheet: Stakeholder Mapping** Online XM Institute

Organize your stakeholder (individual or group) along with their internal/external level and stakeholder registration. Use this tool in conjunction with the guidance on pages 3 to 9 to track your stakeholder engagement and communication efforts.

Stakeholder Name and Role	Rating		Stakeholder Segmentation		
	Current State	Future State	Enabler	Challenger	Supporter
Mr. Tom (CEO, CEO)	High	High			X

TOOL

### Worksheet: Stakeholder Mapping

Download Now →

HOW-TO GUIDES

## How to Build a CX Program Roadmap

## How to Build an EX Program Roadmap

See More

## XM Pros

XM Pros is a global peer-to-peer community of XM leaders where you can ask questions, share your best practices, and advance your career. We have ongoing discussions and a regular schedule of monthly activities, including a peer-to-peer matching program, topic-based small group discussions, and a week-long [Expert Q&A](#) with Isabelle Zdatny, XM Catalyst, starting August 22nd. Get full access to XM Pros offerings by signing up [here](#).

TOPIC OF THE MONTH

## XM During Times of Uncertainty

See More →



MEMBER SPOTLIGHT

## Jeffrey Olsen

VP of Student Experience // Post University

Jeff is proud of how his team built a “Virtual Campus,” where students could interface with a map-like site, enter buildings, and even click a ‘go live’ button to generate an on-the-spot video call with a staff member. The Virtual Campus also houses events and activities (paint night, comedians, etc.), along with a full spectrum of student groups and clubs.

[Explore the Community](#)

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## Announcements

08/17/2022 | VIRTUAL

### **Virtual Meetup: XM During Times of Uncertainty feat. Jeff Lojko [Session 1]**

We are facing uncertain times, which will require leaders to make adjustments to thrive during this period by tapping into the capabilities of Experience Management (XM). XM provides the foundation for higher levels of agility, which is critical during periods of uncertainty. Join Bruce Temkin, Head of the XM Institute, and Jeff Lojko, SVP, Client Experience Transformation at Bank of America, for a discussion on how to leverage XM to adapt your organization and thrive during a downturn. Join us on Wednesday, August 17th at 7:00 pm ET/9:00 am AEST.

[Register Now](#) →

08/18/2022 | VIRTUAL

### **Virtual Meetup: XM During Times of Uncertainty feat. Jeff Lojko [Session 2]**

We are facing uncertain times, which will require leaders to make adjustments to thrive during this period by tapping into the capabilities of Experience Management (XM). XM provides the foundation for higher levels of agility, which is critical during periods of uncertainty. Join Bruce Temkin, Head of the XM Institute, and Jeff Lojko, SVP, Client Experience Transformation at Bank of America, for a discussion on how to leverage XM to adapt your organization and thrive during a downturn. Join us on Thursday, August 18th at 11:00 am ET/5:00 pm CET.

[Register Now](#) →

ON DEMAND | VIRTUAL

### **Qualtrics XM Talks: How to Lead Through Uncertainty**

In this period of uncertainty, understanding the evolving needs and wants of your communities is more important than ever. The companies that act with empathy are the ones that will forge deep connections with those they serve and come out of the current climate stronger than before. Watch

EY and industry leader, Bruce Temkin, Head of XM Institute, to understand how you can prepare for uncertainty and come out on top.

**Register Now** →



**The normalized gap in the stock prices between XM leaders and XM laggards grew from 24 to 66 percentage-points between 2019 and 2021.**

— XM Leaders' Stock Outperformed through Uncertainty

## In Case You Missed It...

- **HOW-TO GUIDE:** How to Build a CX Program Roadmap | [See More](#) →
- **MULTIMEDIA:** Four Insights-Driven Action Loops | [Watch Now](#) →
- **BLOG:** Improving the Difficult Downsizing Experience | [Read More](#) →
- **TOOL:** Worksheet: CX Prioritization Exercise | [Download Now](#) →
- **DATA SNIPPET:** XM Leaders' Stock Outperformed through Uncertainty | [See More](#) →
- **HOW-TO GUIDE:** How to Build an EX Program Roadmap | [See More](#) →
- **RESEARCH:** XM Deep Dive: Neighborhood Health Plan of Rhode Island Drives Culture Change with Journey Maps | [See More](#) →
- **TOOL:** Worksheet: EX Project Prioritization Exercise | [Download Now](#) →
- **BLOG:** Best of XM Institute Content: Q2 2022 | [Read More](#) →
- **LAUNCHPAD:** Understanding Human Behavior | [Watch Now](#) →

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