



OUR PROFESSIONAL LEARNING EXPERIENCE AT THE QUALTRICS



BRANDING, MARKETING, and the “CUSTOMER” EXPERIENCE -(Inspiration)



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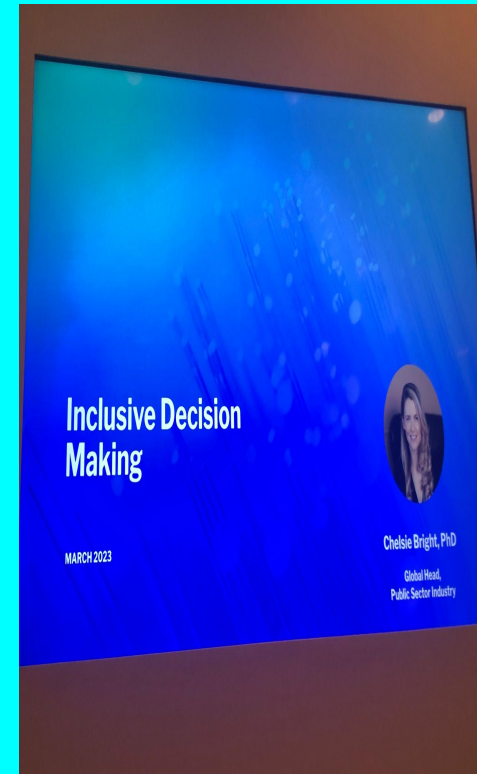


Martha
Stewart
Entrepreneur

Chip and Joanna
Gaines
Entrepreneurs



THOUGHT PROVOKING BREAK OUT SESSIONS



EXCELLENT KEYNOTE ABOUT GENERATIONS IN THE WORKPLACE

WHAT **ALL** THE "RECRUITS"
ARE TELLING US

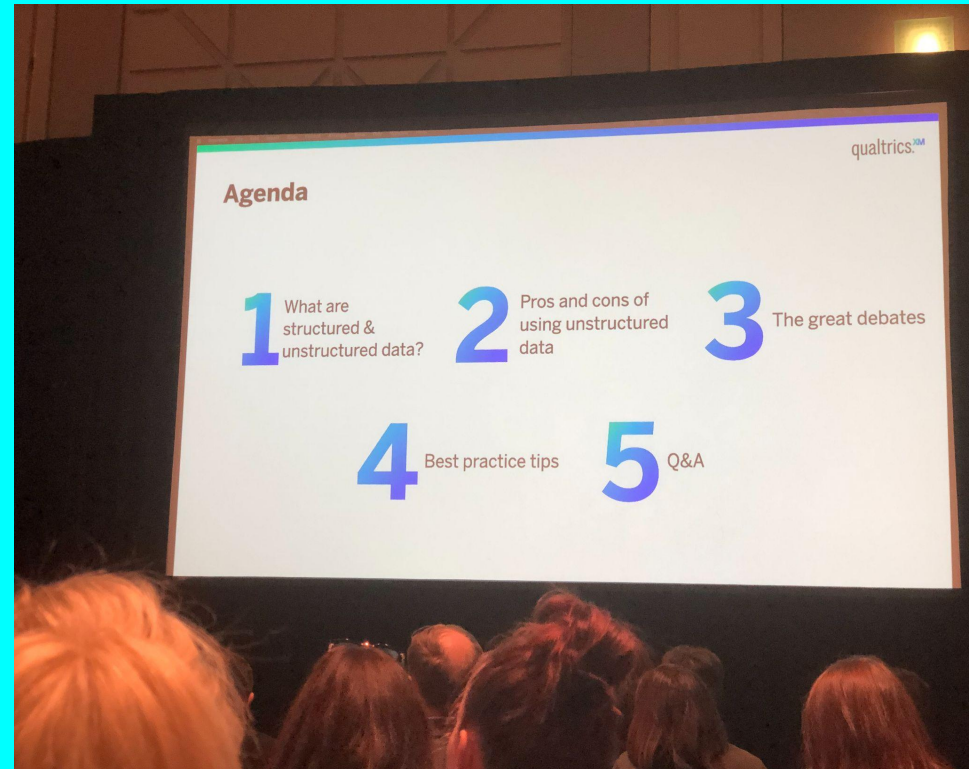
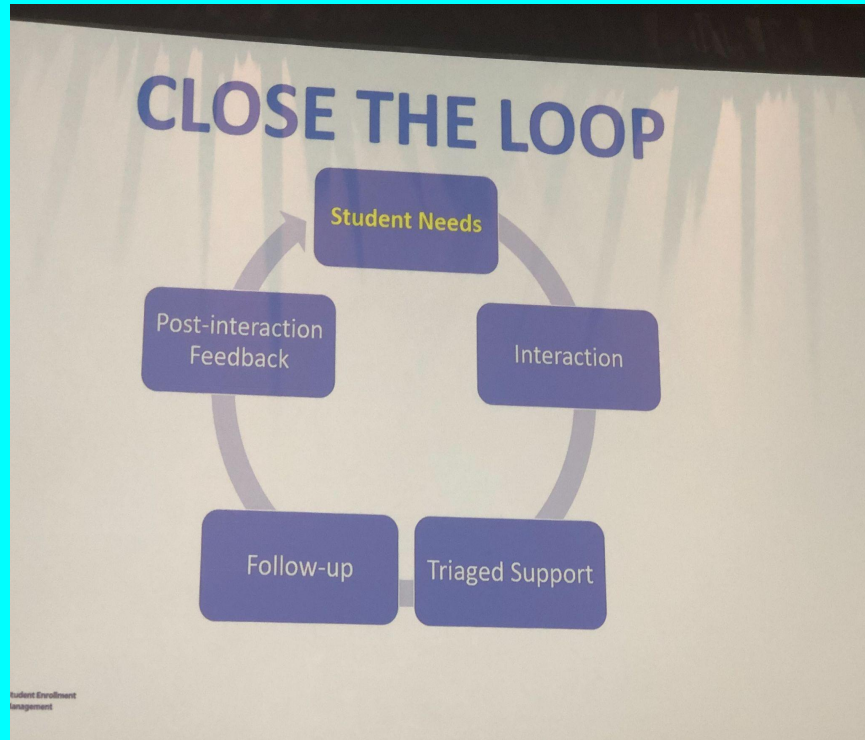
2020

Remote Work
"Quiet Quitting"
Perks
Job Security
D&I Programs
Sympathy
Physical Wellness

2023

Flexibility
"Resent-eeism"
\$\$\$
Career Development
Culturally-Embedded IE&D
Empathy
Mental Wellness

MULTIPLE SESSIONS ON COMMUNICATIONS AND DATA Related to the Customer and Employee Experience



SOME KEY TAKEAWAYS - 1

- Building connections, building bridges - Organizations need to connect with their community regularly. Periodic check-ins do not work. Qualtrics can be used as tool in many ways to maximize that regular exchange of information.
- Diversity, equity, inclusion is about belonging. If you do not feel that you are connected to the community, communication will be hard to establish. Families, customers, students and staff need to feel as if they BELONG!!!
- VALUE of listening. We should listen and react to what we learn from listening with action. Listening with no action appears not to be listening and stifles the exchange of information.
- We are a product of our relationships and where we invest. The things we do reflect who we are.

SOME KEY TAKEAWAYS - 2

- Delta Airlines CEO - Sometimes you are going to losewe cannot control everything that happens in our business. We cannot control everything and bad things will happen. We have to recognize what we can control and move those things from good to great. It's about the people in your organizationgetting good people , protecting them , and getting them the resources and authority they need to help customers.
- President of SHRM - due to current economy 40% of your employees are looking for a jobthe great reset - Exit survey of employees developed through qualtrics
- Listening to employees beyond surveys. Unstructured listening.
- Use open ended survey and questioning.....XM can help sort through answers.

SOME KEY TAKEAWAYS - 3

- Everyone in the organization should use XM
- We are getting better at experience measurement but we need to use experience measurement to influence experience management
- Short video feedbackcan look at video and gauge emotion.
- We need to check in with our customers more oftenchecking on them once or twice a year is not enough
- Each student needs to have a point of connection - even if the connection is with an activity or a teacher there needs to be a connection
- Everyone is biased so bring people together with different biases in order to make a decision.
- In decision making, who gets a seat at the table matters

OVERALL REFLECTIONS

- We have to think of the Livingston Student and Family Experience overall. How do we create an experience from entering Pre-K through graduation. Who are we, what defines us, and how do we ensure that our values are known by our community and that our mission defines our work.
- How do we expand the use of Qualtrics over the district. Only two users currently. This is not an exclusive tool, but one that needs to be connected with the daily ongoing work we do. We have the potential capacity for much more two-way communication. We need to build that capacity.