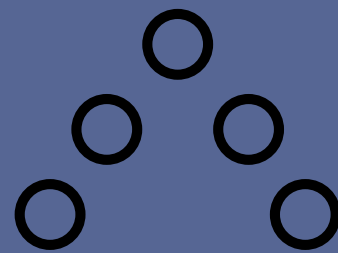


2024

Customer-Centric Leadership Alignment Workshop



By Ne-Lo Business Design

Ne-Lo combines strategy, creativity, design, executive coaching, and behavioural economics to create a magic mix we call business design.

[Ne-Lo Business Design ↗](#)

[Anatomy Of Marketing™ ↗](#)



**IF YOUR
BUSINESS ISN'T
CUSTOMER-
ORIENTATED,
YOU'RE FACING
IN THE WRONG
DIRECTION.**

Program Detail

This program revolves around an interactive, full-day workshop, utilising Ne-Lo's proprietary Anatomy of Marketing™ to help leadership teams build a company-wide, customer-centric culture. Expert stakeholder engagement, consensus building, and prioritisation leads to clear opportunities and aligns your team on key focus areas. Brilliant if you want to build collective ownership for creating customer value.

Structured 4-Week Program

- Weeks 1 & 2: Engagement & Customisation
- Midpoint: Full Day Workshop
- Weeks 3 & 4: Consensus & Commitment

Weeks 1 & 2: Engagement & Customisation

- 30-min 1:1 interview with each team member.
- Open Slack Channel (or similar) for communication.
- Ne-Lo facilitation team and workshop customised based on your team.

Structure of Workshop

- AM Session: Establish a shared marketing language and understanding that makes customer value everyone's responsibility.
- PM Session: Use the AoM™ to identify key problems or opportunities in your business and align your team on the most pressing focus areas.

Weeks 3 & 4: Consensus & Commitment

- A prioritised action plan identifying key focus areas.
- Follow up debrief session to playback decisions and ensure consensus from the day.

Program Outcome

- Develop aligned customer focus across your leadership team, the first step to a company-wide customer-centric culture and a genuine competitive advantage.

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