

Session Themes

	Topic & Session Title	XOS Capability Stack	WIIFM (What's In It For Me)	Key Learnings
1	Speaking the Language of Business Growth: Empowering Practitioners with Financial and Strategic Acumen	Value & Impact Layer – Translate experience outcomes into business performance metrics	Ability to speak in CFO and CEO language to secure buy-in	Practice reframing XM into ROI, cost savings, and growth metrics
2	Turning Insights into Impact: Connecting Measurement to Action and Outcomes in Experience Management	Insights-to-Action Layer – Close the loop between listening, acting, and measuring impact	Show a clear “insights → action → impact” story	Frameworks to prioritize actions based on data and demonstrate tangible results
3	Mapping the Future: Co-Creating Career Paths and Capability Models in Experience Management	People & Roles Layer – Define the talent architecture, role clarity, and career pathways in the OS	Clarity on your career trajectory, skill expectations, and advancement paths	Draft capability framework and role pathing to adapt in your own org
4	Building Ownership: Defining Enablers, Capabilities, and Governance Models for Unified Experience Management	Governance & Accountability Layer – Clear ownership, decision rights, and enabling structures	Understand how to influence and drive alignment even without formal authority	Models for distributed accountability and sustaining XM alignment
5	CX as the Heart of Innovation: Reframing Experience Management as a Strategic Growth Driver	Strategy Layer – Integrate XM into corporate strategy and growth engines	Tools and language to position your work as mission-critical	Methods to link XM to growth, innovation, and risk reduction in business terms
6	Mastering the Craft: Applying Experience Management Tools with Intent and Purpose	Methods & Practices Layer – Standardize the use of journey mapping, VoC, and design tools	Confidence in selecting and applying the right tools for maximum impact	A playbook connecting tools to the outcomes they enable
7	Revitalizing CX and Experience Management: Rebranding and Repositioning the Power of Experience Work	Change & Adoption Layer – Refresh XM positioning to energize the organization	New ways to advocate for XM and get leadership re-engaged	Strategies to reposition XM from a function to a transformation driver
8	Big Ideas and Adapting for the Future: Co-Creating Skills Roadmaps and Scenarios for the Next Era of Experience	Future Readiness Layer – Build adaptive skills and foresight into the XM OS	Personal and team roadmap for staying future-relevant	Scenario planning and skill-mapping methods for proactive adaptation