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| ABOUT  SUZANNE KNIGHT  Suzanne Knight, MBA, MA, is an award-winning expert, keynote, and TEDx speaker, renowned for her practical insights on transformational change and the future of work. With a distinguished career as a global consultant and corporate executive, Suzanne has guided over 50 companies in 14 countries, helping them anticipate and adapt to change so they can thrive, rather than just survive.  In 2023, Suzanne co-founded Be Uninterrupted, a social impact organization that uses AI and human connection to help professional women navigate potential career interruptions. She is also a dedicated philanthropist, angel investor, and board member.  Over her career, Suzanne has held significant and influential leadership roles. Now leading [mBolden](https://www.mbolden.co/), a global management consultancy, she was past Vice President of Transformation Services at Walmart Canada where her scope included digital and efficiency transformation, Head of Organizational Effectiveness and Change at Philip Morris International (Canada), Deputy Head of Deloitte’s Transformational Change consulting practice, and leader of the Ontario government’s Modernizing Services portfolio.  Suzanne holds an MA in Industrial/Organizational Psychology and an MBA in Finance and Strategy. Her contributions and impact have been widely recognized, with accolades such as being named on The Peak’s Emerging Leaders List (under age 40) and Digital Media Zone’s 2023 Women of the Year. |





LEADERCAMP

## CRAFTING DIGITAL CUSTOMER EXPERIENCES

WITH

SUZANNE KNIGHT

FEBRUARY 13, 2025

In today’s rapidly evolving digital landscape, creating customer experiences that are convenient, intuitive, and that make transactions easy are more critical than ever to compete. This Leadercamp dives into the art and science of creating impactful digital customer experiences that engage, delight, and retain customers.

****From understanding customer needs via data and optimizing their journey across multiple touchpoints, to identifying and bridging gaps between digital and physical channels, leaders need to understand the key steps for delivering seamless, memorable interactions. We will delve into case studies and examples of how artificial intelligence can be leveraged to personalize and enhance these experiences, as well as lessons learned and success factors from the trenches of digital transformation.

Join Suzanne Knight’s upcoming Leadercamp *Crafting Digital Customer Experiences*, where she will share practical, actionable strategies that can be applied to any industry.

KEY LEARNING OUTCOMES INCLUDE:

* Experiencing the latest innovations shaping the future of digital customer experiences, including artificial intelligence, augmented reality, machine learning, and cutting-edge tools.
* Understanding how customer data can be harnessed to optimize interactions, including how AI-powered algorithms personalize experiences through predictive insights and sentiment analysis.
* Learning key principles of digital adoption and creating buy-in within your organization, empowering you to drive innovation.

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about Suzanne Knight, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you’ve learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***CRAFTING DIGITAL CUSTOMER EXPERIENCES***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, click on the Zoom link for the Leadercamp so that it’s ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

How do you plan to apply the strategies and practices you learned to your industry?

What are some ways you can use customer data to optimize interactions and personalize experiences?

What are some innovative tools or technologies you learned about that can enhance digital customer experiences?

****How can you bridge gaps between digital and physical channels to deliver seamless interactions?

What are some lessons learned and success factors you can take away from the trenches of digital transformation?

What are some key principles of digital adoption and creating buy-in within your organization that you can apply?

How can you use artificial intelligence to personalize and enhance digital customer experiences?