

THE EXPERIENCE ADVANTAGE

A ONE-DAY MASTERCLASS FOR HR, MARKETING & PEOPLE LEADERS

WHY THIS MASTERCLASS EXISTS

Most organisations treat employee experience and customer experience as separate disciplines: run by separate teams, funded by separate budgets, measured by separate metrics.

That split is the single biggest reason experience initiatives fail. The truth is: engaged, well-treated employees are the mechanism by which brand promises actually reach customers.

You cannot deliver a customer experience your culture doesn't believe in. You cannot train people to give a feeling they've never been given themselves.

The Experience Advantage brings EX and CX together as a single system: designed, measured, and improved intentionally, not left to chance.

WHO'S IT FOR

This masterclass is **built for HR leaders, marketing leaders, and people leaders** who are ready to stop treating EX and CX as parallel conversations. It's especially valuable if:

- You're tired of pitching EX initiatives that never survive a budget conversation, even though your leadership says how important your employees are
- Your organisation talks about "brand promise" but can't show how it actually reaches customers
- You want a business case for EX that leadership takes seriously; not just a survey score
- You're responsible for culture, engagement, or customer experience and want a shared language and a framework across both
- You want to bridge your organization's promise to its customers with the capabilities your frontline teams need to consistently deliver exceptional and memorable customer experiences.

WHAT YOU'LL WALK AWAY WITH

This masterclass is delivered through interactive labs, where you'll work through proven frameworks and real-world case studies. Every session is practical, hands-on, and no-fluff.

Across seven working modules, each building on the last, you'll develop a clear transformation roadmap that you can start implementing the very next day.

By the end of the masterclass, you will be able to:

Build the business case. Construct an evidence-based argument connecting employee experience directly to customer outcomes and bottom-line impact.

Define your Essence. Articulate a single sentence capturing the emotional promise your organisation must deliver to employees and customers alike.

Diagnose the journey. Identify the high-impact moments — for employees and customers — where current experience design is misaligned with that promise, or missing entirely.

Map cause and effect. Pinpoint the touchpoints where employee experience directly enables, or undermines, the customer experience your organisation wants to deliver.

Choose the right metrics. Select a measure for each 'moment that matters', to enable tracking and continuous improvement.

Build the roadmap. Design a plan covering redesigned EX and CX moments that you can take back and implement at your own organisation.

HOW THE DAY WORKS

This isn't a lecture. Expect facilitated discussion, case study analysis, hands-on exercises, structured roadmap building, and honest peer feedback throughout.

To ensure the best learning experience, seats are limited to just 12 people. Attendees will work towards a Level Two certificate of achievement.

THE TWO IDEAS YOU'LL CARRY FORWARD

1. Your customer experience is never better than the employee experience that produces it.
2. Any moment — employee or customer — can be diagnosed and rebuilt using FEEL, SENSE, DO, and SUPPORT. By design, not by chance.



Marouchka Boustani, MBA, CPTD

Marouchka is the Founder and Chief Transformation Officer of Marouchka Boustani Co. ATD Master Trainer she partners with organizations to design and deliver customer experience transformations, leadership and performance initiatives that deliver measurable results. A CPTD, ATD Facilitator, FISH! Philosophy Trainer, and certified coach of The Positive Effect™ Leadership Program, she brings an evidence-based, practical approach to learning and development to drive business impact.

Nicholas Wardle

Nicholas is Chief Culture Officer at Brand Experiences. He is an award-winning culture practitioner with 20 years experience spanning the UK and the Middle East. He has worked across many sectors and with many of the big family-owned businesses in Kuwait. Nicholas is a Fellow of the Institute of Internal Communication (IoIC) and has given keynote speeches across three continents. He is the co-author of the book: Monetising the Employee Experience.

About PACK

Bridging People & Culture and the business — translating people's value into the language of leaders, and empowering HR professionals with the tools, knowledge, and influence to deliver it.

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