



XM Masters

Syllabus - June 2023 Cohort

Welcome to the syllabus for the June 2023 cohort of the XM Masters program. This document will be the source of truth for all information *specific to your cohort*. For more information about the program and the policies and procedures that you need to follow, please refer to the XM Masters student handbook.

Program Schedule

The June 2023 cohort will run from **June 13**, 2023 through **August 30**, 2023. There will be materials scheduled for all twelve weeks of the program. At the end of this document, see a detailed schedule for both the **customer experience** and **employee experience** tracks.

Accessing Program Materials

You will access all course materials, including access to the live virtual classroom on XM Basecamp at basecamp.qualtrics.com/page/xm-masters-2023-june-cohort.

Your Instructors



Dr. Cecelia Herbert, PsyD., XMP | cecelia@qualtrics.com

Cecelia Herbert is a Principal XM Catalyst with Qualtrics XM Institute.

Cecelia is a Doctor of Organizational Psychology with over 20 years of experience as a practitioner, academic, and consultant. She joined Qualtrics in 2019 to establish and lead XM Scientist Advisory Services in Asia Pacific, and has partnered with organizations across the globe to design, mature, and grow their XM Programs. Prior to Qualtrics, Cecelia was a leader in the Employee Engagement organization at Google. For more than a decade, her work has centered on developing evidence-based solutions that drive systemic change in Diversity, Equity & Inclusion. Cecelia is an experienced facilitator and coach, leveraging scientific & data-driven methods to address complex challenges, and communicating in a way that is simple, effective, and practical. At XM Institute, Cecelia is committed to building a thriving community of XM professionals, who are empowered and inspired to radically improve human experiences.



James Scutt, XMP | jamescscutt@qualtrics.com

James Scutt is a Principal XM Catalyst with Qualtrics XM Institute.

Recognized as one of Europe's leading Experience Management experts and CX Leader of the Year, James has a highly successful background spanning Government, Retail, Financial Services, and Hospitality industries. Prior to joining Qualtrics, James was Head of Customer Experience Strategy and Deployment at the UK Post Office where he successfully led customer experience transformation activity across Europe's largest retail network of over 11,500 branches. He started his career as an award-winning Chef, the basis of which underpins his approach to human-centric experience management. Based in London, James is a highly rated keynote speaker, engaging audiences across a range of high profile events, and is a member of the Board of Directors of the Customer Institute as well as a Non-executive Director and Committee Chair.

Your Program Manager



Maggie Wooters | margaretm@qualtrics.com

Maggie Wooters is a Program Manager for the Qualtrics XM Institute.

She coordinates across the team to prioritize and manage cross-functional workstreams, identifying key opportunities to collaborate, with a primary focus on our communications and marketing. She also manages our data and analytics in order to understand how followers are engaging with XM Institute's offerings and how that activity drives business value. Additionally, she is the program manager for all XM Institute training and certification. She graduated from Wellesley College with a Bachelor of Arts in Art History and Environmental Studies.

Program Locations

In-person workshops will be held at Qualtrics offices in two locations for this cohort:
Dublin, Ireland and **Seattle**, USA.

Learners are required to attend all workshops in the location they enrolled in.

Dublin <i>Ireland</i> 1 Calrendon Row Dublin 2 Ireland	How to Get There By Transit Take the DART to Dublin Pearse station , then walk to the office (about 17 min). By Car Parking is available nearby at a cost at Grafton Car Park , Stephen's Green Q Park , and Drury Street Car Park . If you plan to use a rideshare service, the local app is FREENOW .
Seattle, WA <i>USA</i> 1201 2nd Avenue Floor 17 Seattle, WA 98101	How to Get There By Car Parking is available at a cost in the garage from 6:00 AM to 6:00 PM. After 6:00 PM you will still be able to leave the garage but you cannot return. The garage entrance is on Seneca Ave on the right side of the road. You can take the East elevator to the lobby, then take the main elevators to floor 17 and check in at reception. Recommended Accommodation We recommended you stay at the Alexis Royal Sonesta Hotel .

When you arrive at the office, you will be required to sign in and receive a badge. This badge must be worn in a visible location the entire time you are in the office.

Students will be provided with lunch and beverage service - please share any dietary restrictions upon registration or reach out to the XM Masters program manager. Recommended attire is business casual. Students are responsible for securing and funding their own travel and accommodation.

Program Schedule - Customer Experience Track

Week	Date	Time(s)	Topic	Location(s)
1	June 13	9:30 AM - 5:00 PM <i>local time</i>	Module 1 Day 1: Transforming experience-centric organizations	Dublin - or - Seattle
	June 14	9:30 AM - 5:00 PM <i>local time</i>	Module 1 Day 2: XM vision & strategic value	Dublin - or - Seattle
2	June 20	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: Experience Journeys	Virtual
	June 21	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: EX Fundamentals	Virtual
	June 22	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: CX Fundamentals	Virtual
3	June 27	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT	Module 3 Lesson: Advancing CXM Maturity	Virtual
	June 29	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 3 Office Hours <i>optional</i>	Virtual
4	July 5	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 3 Office Hours <i>Optional</i>	Virtual

	July 6	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 3 CX Track Peer Meetup <i>optional</i>	Virtual
5	July 11	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: <i>Not offered</i>	Module 3 Project Presentations <i>Learners will sign up for a presentation time. They are expected to attend and provide feedback for all presentations in their session.</i> <i>They are not expected to attend all sessions.</i>	Virtual
	July 12	Option A: <i>Not offered</i> Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT		
	July 13	<i>Module 3 presentation overflow, if necessary</i>		
	July 13	Option A: <i>Not offered</i> Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 3 CX Track Peer Meetup <i>optional</i>	Virtual
6	July 18	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT	Module 4 Lesson: Producing a Strategic CX Roadmap	Virtual
	July 19	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 4 Office Hours <i>optional</i>	Virtual
	July 20	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 4 CX Track Peer Meetup <i>optional</i>	Virtual
7	July 26	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 4 Office Hours <i>optional</i>	Virtual

	July 27	Option A: <i>Not offered</i> Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 4 CX Track Peer Meetup <i>optional</i>	Virtual
8	August 1	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: <i>Not offered</i>	Module 4 Project Presentations <i>Learners will sign up for a presentation time. They are expected to attend and provide feedback for all presentations in their session.</i> <i>They are not expected to attend all sessions.</i>	Virtual
	August 2	Option A: <i>Not offered</i> Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT		
	August 3	<i>Module 4 presentation overflow, if necessary</i>		
	August 3	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 4 CX Track Peer Meetup <i>optional</i>	Virtual
9	August 9	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT	Module 5 Lesson: Creating a System of Action	Virtual
	August 10	Option A: <i>Not offered</i> Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 5 CX Track Peer Meetup <i>optional</i>	Virtual
10	August 16	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 5 Office Hours <i>optional</i>	Virtual
	August 17	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 5 CX Track Peer Meetup <i>optional</i>	Virtual
11	August 22	Option A:	Module 5	Virtual

		4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: <i>Not offered</i>	Project Presentations <i>Learners will sign up for a presentation time. They are expected to attend and provide feedback for all presentations in their session.</i> <i>They are not expected to attend all sessions.</i>	
	August 23	Option A: <i>Not offered</i> Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT		
	August 24	<i>Module 5 presentation overflow, if necessary</i>		
	August 24	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Applied Practitioner Skills Close-Out Close out Applied Practitioner Skills and prepare for Module 6	Virtual
12	August 29	9:30 AM - 5:00 PM <i>local time</i>	Module 6 Day 1: Accelerating towards modern XM	Dublin - or - Seattle
	August 30	9:30 AM - 5:00 PM <i>local time</i>	Module 6 Day 2: Mastering your role as change agent	Dublin - or - Seattle

Program Schedule - Employee Experience Track

Week	Date	Time(s)	Topic	Location(s)
1	June 13	9:30 AM - 5:00 PM <i>local time</i>	Module 1 Day 1: Transforming experience-centric organizations	Dublin - or - Seattle
	June 14	9:30 AM - 5:00 PM <i>local time</i>	Module 1 Day 2: XM vision & strategic value	Dublin - or - Seattle
2	June 20	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: Experience Journeys	Virtual
	June 21	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: EX Fundamentals	Virtual
	June 22	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 2 Lesson: CX Fundamentals	Virtual
3	June 27	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: 7:00 PM - 9:00 PM IST // 11:00 AM - 1:00 PM PDT	Module 3 Lesson: Advancing EXM Maturity	Virtual
	June 28	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 3 Office Hours <i>optional</i>	Virtual
4	July 5	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 3 Office Hours <i>optional</i>	Virtual

	July 6	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 3 EX Track Peer Meetup <i>optional</i>	Virtual
5	July 11	Option A: 4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: <i>Not offered</i>	Module 3 Project Presentations <i>Learners will sign up for a presentation time. They are expected to attend and provide feedback for all presentations in their session.</i> <i>They are not expected to attend all sessions.</i>	Virtual
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	July 20	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: <i>Not offered</i>	Module 4 EX Track Peer Meetup <i>optional</i>	Virtual
7	July 26	Option A: 4:00 PM - 5:00 PM IST // 8:00 AM - 9:00 AM PDT Option B: 8:00 PM - 9:00 PM IST // 12:00 PM - 1:00 PM PDT	Module 4 Office Hours <i>optional</i>	Virtual

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		4:00 PM - 6:00 PM IST // 8:00 AM - 10:00 AM PDT Option B: <i>Not offered</i>	Project Presentations <i>Learners will sign up for a presentation time. They are expected to attend and provide feedback for all presentations in their session.</i> <i>They are not expected to attend all sessions.</i>	
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