DONNA **WEBER**

Orchestrated Onboarding™ Masterclass Syllabus

Overview

Are you serious about growth?
Then, it's time to get serious about how you onboard your customers.

A successful customer onboarding program results in more satisfied customers and employees, higher solution adoption, and increased customer lifetime value.

The Orchestrated Onboarding™ Masterclass delivers a front row seat and tailored guidance from Customer Onboarding Expert, Donna Weber, in a series of intimate and interactive sessions. Course benefits include:
- Come with your current customer onboarding framework. Leave with your optimized framework
- Master best practices to transform new customers into loyal champions
- Quickly guide new customers to value through a prescriptive and proactive process
- Learn with a cohort of peers in an interactive environment
- Obtain exclusive examples, resources, and templates to quickly drive your impact

This three-week masterclass includes three two-hour sessions, with options to include 1:1 coaching with Donna Weber.

Go to www.donnaweber.com/masterclass to get all the details and to sign up.

Audience

This Masterclass is for you if you are in a customer facing role, whether practitioner or leader on the following teams: Customer Success, Onboarding, Implementation, Customer Education, Professional Services, and Support.

Come with your team mates to learn and transform your organization together. Discounts are available for more than four participants from the same team.

Learning Objectives

The Orchestrated Onboarding Masterclass enables you to:
- Explain why onboarding is the most important part of the customer journey
- Quickly drive customers to success
- Create an optimized framework to onboard and enable your customers
- Break down silos to create a seamless customer experience
- Determine how to measure your success

Participation & Assignments

Active participation and assignments throughout the three-week course ensure participants get the move from the Masterclass. Please block out one to two hours each week to complete the assignments.

Masterclass text: To ensure the limited class time is dedicated to tailored guidance and discussion rather than basic concepts, the course text is _Onboarding Matters_.

Pre-work: Read Introduction and Part 1 of _Onboarding Matters._

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Session One	In session one, you'll learn why you should care about customer onboarding.

Topics
- Why onboarding is the most important part of the customer journey
- Onboarding does not equal implementation
- The trough of disillusionment
- The neuroscience of onboarding
- The six stages of Orchestrated Onboarding: Embark, Handoff, Kickoff, Adopt, Review, and Expand
- Review use cases with before and after examples, as well as customer facing collateral

Assignments:
- Read Part Two of *Onboarding Matters*
- Read from Touchpoints to Journeys
- Map the first half of your optimized onboarding framework

Session Two — Session two details how to quickly drive new customers to value.

Topics
- Driving customers to value
- First value and quick wins
- Success plans
- Listening to customers
- Map the optimized onboarding framework in groups

Assignments
- Read Part Three of *Onboarding Matters*
- Map the second half of your optimized onboarding framework

Session Three — Session three aids you in transforming your company and your customers' companies.

Topics
- Measuring the impact
- Communicating with visuals
- Scaling customer onboarding and enablement
- Mapping the second half of your optimized onboarding framework
- Putting Orchestrated Onboarding into practice
- Ongoing onboarding

Assignments
- Listen to a handful of customers
- Pick a few baseline metrics to start measuring
- Put your new onboarding framework into practice