

## CEMMethod® Tool 4

### CX Performance Narrative (Ch04)

Companion URL: <https://bpgroup.org/cemmethod/ch04>

Purpose: Create a board-credible CX story with line of sight to outcomes.

Use when: When you need to brief ExCo/Board or secure decisions and trade-offs.

Time: 10-15 minutes

Performance problem: \_\_\_\_\_

Outside-In truth: \_\_\_\_\_

#### **Operational drivers (1-2)**

Driver A: \_\_\_\_\_

Driver B: \_\_\_\_\_

Decision required: \_\_\_\_\_

#### **60-day proof plan**

Changes: \_\_\_\_\_

Measures: \_\_\_\_\_

Cadence: \_\_\_\_\_

#### **Triple Crown impact (brief)**

Revenue: \_\_\_\_\_

Cost: \_\_\_\_\_

Service: \_\_\_\_\_