



STAR FACILITATOR CERTIFICATION

Transforming Co-workers into (Brand) Ambassadors



WHY is this relevant

Customer Experience (CX) is all about providing meaningful and memorable experiences for your customers and/or guests. Not occasionally, but consistently. If you truly care about what customers/guests experience, this should be the starting point for everything you do. How do you create a customer experience (on- and offline) that is consistently meaningful and memorable?



WHO is the target audience

- In-company trainers with basic to extensive CX training experience
- Leaders who want to transform their co-workers into Experience STARS
- HR Professionals
- Independent trainers who wish to extend their portfolio



WHAT are the main (learning) objectives

- Experience and practice facilitating the complete Experience STARS program (see separate factsheet per Experience STARS training module)
- Gain tips, tricks and best practices from experienced senior trainers and fellow participants
- Learn how to sell/market the Experience STARS program within organizations and/or teams



WHAT are the main deliverables

You will receive a complete toolkit for the Experience STARS Energizer, Work-out, Bootcamp with:

- Fully scripted facilitator guide
- Printable Participant Materials
- Full Experience STARS Movie Access (with English, Spanish, German and Dutch subtitles)

- Video & Music Files
- Presentation files (PPT, KEY)
- Pitch deck
- Participant certificate files
- Stock photos



HOW does the program look

(see also separate factsheet of the Experience STARS training)
Prior the training expect approx. 2 hours of pre-work

Day 1

- Welcome and introductions
- The why behind the Experience STARS program
- Experience the STAR Experience Energizer
- At work with the Energizer
- Social evening (in case of physical delivery)

Day 2

- Recap learnings of day one
- Experience extension the STAR Experience Work-out
- At work with the STAR Experience Work-out
- Experience extension the STAR Experience Bootcamp
- At work with the STAR Experience Bootcamp
- Briefing on post-work and wrap-up

After the training, again expect approx. 6-8 hours of post-work



DURATION

2 Days physical or virtual training + > 1 day pre- and post-training assignments



GROUP SIZE

Up to 14 participants (for 1 facilitator)

COMMUNITY FEE

For commercial trainings with paying clients, a fee of € 20,- per participant will be charged. To be used for new content & activities in the interest of the trainer community (including yourself).