

REFLECTION

for the CX leader



Impact and results

1. What metrics did you focus on in 2024, and how do the results align with your organizational goals?
2. Which three CX projects had the most significant impact this year, and how did you measure its success?

Strategy, vision, and purpose

3. Is your CX strategy future-proof, and how does it align with your organization's overall purpose?
4. Were you actively involved in shaping your organization's vision for the future, and what was your contribution?

Engagement and cultural change

5. How did you engage senior leadership in driving customer-centric initiatives this year?
6. What areas of your organizational culture did you influence or change, and how did it impact customer experience?

Personal growth and development

7. What was your biggest leadership win this year, and what helped you achieve it?
8. What steps did you take to grow your CX expertise and leadership authority in 2024?

Work-life balance and well-being

9. How well did you manage stress and maintain a balance between your work and personal life this year?
10. What inspired you most in 2024, and how did it contribute to your personal or professional well-being?



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2024 Highlights and stories

11. What was a truly proud moment in 2024?
12. Who gave you the most energy this year (inside and outside your organization)?
13. What was your biggest challenge in 2024?
14. What was the most fun you had this year?
15. What client story of 2024 sticks with you the most?
16. What choice or decision are you most proud of?
17. What is your biggest learning from 2024?



Thank You!

I hope you found these questions helpful to evaluate your year as a CX leader. If you're looking for more helpful resources like this one, check out the blogs & podcastst on my website.

