



**Business**  
*Breakthrough*  
**Success**

THE  
**2024 TRENDS**  
FOR BREAKTHROUGH  
**SUCCESS**  
POWERED BY CUSTOMER & EMPLOYEE EXPERIENCE

**JASON S BRADSHAW**

Attn: business owners...

In 2024 those businesses that want to achieve breakthrough success will have a relentless focus on continuous improvement, aligned to deliver better experiences for customers and employees.

It starts by being intentional about the promises we make as a Brand (Brand Experience), the lived experience with our Products (Product Experience), and how we interact, deliver value, and create community through our human experiences (Customer and employee Experience).

During 2024 I predict the following 15 areas will be the keys to truly achieving breakthrough success in your business.

1. **Congruency of Experience**
2. **Internal Alignment**
3. **Value Beyond the Transaction**
4. **Reducing the Pain**
5. **The Human Touch**
6. **Hyper-Personalization**
7. **The Right-Channel**
8. **Employee On-Boarding**
9. **Diversity, Equity, Inclusion, Belonging (DEIB)**
10. **Flexibility - Work, Play, Pay**
11. **Communication**
12. **Community**
13. **Voice Conversations**
14. **AI-Driven Insights**
15. **Generative AI**

There is a lot here, and it may not be possible for every business to make improvements in all these areas. Hopefully, your business doesn't need to make improvements in all these areas.

My guidance to you is to identify the two areas where the gap between your current state and the promised state is largest and focus on those in addition to achieving internal alignment.

Making significant improvements in just three areas will generate significant momentum and growth in your business.

Breakthrough in 2024!.

*Jason Bradshaw*

**Jason Bradshaw**

PS - To propel your business to new heights in 2024, seize the opportunity and apply now for the exclusive 12 Week Business Breakthrough Coaching Program. With limited availability, this program is designed to provide you with valuable insights and strategies to drive your success. Don't miss out - apply today by visiting [businessbreakthroughcoaching.net](https://businessbreakthroughcoaching.net)

PPS - Although it may not be immediately apparent when reviewing the trends list, it is imperative that businesses seeking breakthrough success in 2024 view each trend through the lens of experience. The ultimate goal should be to provide unparalleled experiences that uplift customers and employees and foster meaningful connections.

Simply approaching these trends from a transactional or tactical perspective will result in you falling short of achieving breakthrough growth.

# Meet Jason Bradshaw

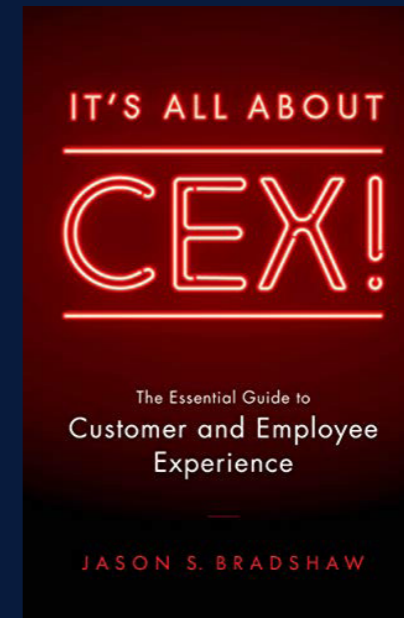
He is an entrepreneur with a track record for delivering remarkable growth and leading strategic transformations at some of the world's most recognizable companies.

The first business he ran out of his bedroom selling computer equipment, mobile phones and general office supplies.

After that he went on to start a domestic and commercial cleaning & pest control business, and at one stage, he had a video rental store.

Jason has also held senior positions with some of the world's most recognizable brands, like Target and Volkswagen. Where he led significant performance improvements, from generating 300% more leads, implementing multi-million dollar ecommerce solutions, and delivering decades of the continuous customer and employee experience improvements.

*Today he combines his decades of experience to work with business owners and leaders to help them thrive in any economy and is also an investor in a number of startups.*



## It's All about CEX!

### The Essential Guide to Customer and Employee Experience

**Named by Forbes Inc. as a must read book for new managers.** Of all the things that can make or break your business, the most critical is experience. Great experiences inspire customers and employees to advocate for you, while bad ones do the opposite. It sounds obvious, but so many companies fail because they don't think this essential factor is important to their bottom line.

## 1. Congruency of Experience

In the rapidly evolving business landscape of 2024, one of the most powerful and effective strategies to set your business apart from the competition is through embracing the concept of Congruency of Experience. This approach, which entails ensuring a consistent and aligned experience across all touchpoints, channels, and aspects of your business, has the potential to be a key differentiator.

Congruency of Experience extends beyond just your brand marketing efforts; it encompasses everything from your physical presence, such as activations and stores, to your online platforms, customer service channels, products, and even your employee experience. All of these elements should seamlessly come together to deliver on your brand promise and create a holistic and cohesive experience for your customers.

By prioritizing congruency, you position your business ahead of the competition. Customers value consistency and are more likely to reward it with repeat business and referrals. When they encounter a seamless and integrated experience throughout their interactions with your brand, it instills confidence and trust, making them more likely to become loyal advocates for your business.

Moreover, congruency of experience enables you to establish a strong and memorable brand identity. When customers encounter a consistent and aligned experience across various channels, they can more easily recognize and connect with your brand, reinforcing brand recall and fostering a deeper sense of brand affinity.

## 2. Internal Alignment

One of the reasons why small teams and startups often outperform their larger competitors is due to their internal alignment around a clear purpose and vision. This internal alignment allows them to move swiftly and effectively as a unified team.

However, as teams and organizations grow, leaders often overlook the critical importance of clearly communicating the direction of the business and achieving alignment across all aspects of the strategy. Even in companies where a common mission and objectives are communicated, there may be a lack of consistent measurement of performance in an aligned manner.

For instance, if the procurement team's primary objective is to reduce costs, they may disregard the impact of slower order fulfillment times on the overall goal of maintaining a 95% in-stock achievement. Similarly, if a department's objective solely focuses on selling the most units, it may not prioritize profitability.

If you aspire for your business to be renowned for delivering exceptional customer experiences it is crucial that this goal is shared by every team member, not just the frontline employees.

This is true for anything you want your business to achieve, everyone's goals and focus needs to be aligned to the core desired outcomes.

Achieving alignment requires improved communication and collaboration within the organization, along with cultivating a cohesive and unified company culture. When these elements are fostered, businesses of all sizes can maximize their potential for success and gain a competitive advantage in the marketplace.

### 3. Value Beyond The Transaction

Unfortunately, many companies tend to prioritize acquiring new customers over nurturing and growing their existing ones. Once they secure the initial sale, their focus often shifts towards seeking the next customer, neglecting the importance of ongoing customer growth.

However, in 2024, the companies that will truly succeed and stand out are those that prioritize delivering value to their customers beyond the initial transaction.

This focus on value creation should revolve around two key areas. Firstly, it involves helping customers maximize their enjoyment and experience with the product they have purchased from you throughout its typical lifespan. This can include providing support, guidance, and resources to enhance their usage and satisfaction.

Secondly, value should extend beyond the specific product they have purchased. Companies should seek to add value through complementary offerings that align with their customers' needs and preferences. This could involve showcasing how other products or services in your portfolio seamlessly integrate into their lives, or sharing trends and insights that benefit them.

By delivering value beyond the transaction, companies can establish long-term relationships with their customers, building trust and fostering loyalty. This, in turn, gives customers a reason to not only continue purchasing from you but also to speak positively about your brand and recommend you to their friends and colleagues.

The businesses that will thrive in 2024 are those that prioritize delivering ongoing value to their customers. By focusing on building long-term relationships and exceeding customer expectations, companies can foster trust and loyalty, inspiring repeat business and valuable word-of-mouth recommendations.

### 4. Reducing The Pain

Day in and day out, organizations often cause unnecessary inconvenience and frustration for both their customers and employees. Unfortunately, many remain oblivious to the pain they are causing or simply don't care enough to address it.

This "pain," which can also be described as friction or inconvenience, is a key issue that businesses in 2024 must address in order to achieve breakthrough success. Companies that establish a habit of constantly identifying pain points and actively work to remove or reduce them will outperform their peers.

To accomplish this, businesses must leverage their voice of customer/employee programs to identify areas where the actual experience falls short of the promised experience. With real-time customer and employee feedback at hand, team members can gain a deep understanding of the impact they have on customers, making it easier to identify areas for improvement.

To address pain points, businesses must develop an intentional way of working that facilitates the prompt identification, evaluation, and implementation of improvements. This approach enables organizations to quickly minimize pain levels while simultaneously identifying other larger-scale issues that require long-term solutions.

However, truly breakthrough businesses in 2024 will not stop there. They will implement an always-on-listening model to monitor the impact of changes and continue refining their approach in response to customer and employee feedback.

By prioritizing a more empathetic and proactive approach to enhancing the customer and employee experience, businesses can differentiate themselves from their competition and achieve growth.

## 5. The Human Touch

In the midst of the growing reliance on technology and automation for customer interactions, businesses must not overlook the power of human connection. The COVID-19 pandemic reminded us all, including introverts, of the deep-seated need for genuine human interactions.

Therefore, to achieve breakthrough success in 2024, businesses must prioritize upskilling their team members' soft skills. By cultivating these skills, every customer interaction can create emotional connections that make customers feel seen, heard, and connected.

In essence, businesses need to deliver a more authentic and empathetic customer experience, recognizing the importance of the human touch in fostering lasting relationships.

It is worth noting that this emphasis on human connection extends beyond customers. Later, we will delve into the significance of fostering connections among employees.

## 6. Hyper Personalization

In the past, I have expressed some criticism towards personalization as a key strategy. My critique primarily stemmed from two areas: the limitations of technology and the fact that many organizations struggle to effectively deliver even the basic essentials, making personalization more of a distraction.

However, in 2024, there is simply no excuse for not prioritizing the delivery of personalized and hyper-personal experiences for each individual consumer. Moreover, the majority of consumers now have an expectation that brands will not only recognize them but also cater to their preferences.

To achieve highly relevant and engaging interactions with your customers, it is essential to leverage data in order to deliver personalized messaging, information, and value in real-time. This approach fosters a genuine connection between your brand and potential consumers, building a strong and lasting relationship.

By developing this relationship, you will earn the trust and permission to present offers, sell your products, and gain repeat business and referrals. Personalization becomes the foundation for achieving breakthrough success and sustainable long-term growth.

While there may have been reservations in the past, it is now clear that personalization is a critical strategy in today's business landscape. By embracing hyper-relevance and utilizing data-driven insights, you can effectively meet consumer expectations, cultivate meaningful connections, and drive business growth.

## 7. The Right Channel

The concept of Omni-Channel is not new, but amidst the rush to adopt it, many businesses forgot to question whether it is the "Right Channel" for their customers and their unique business needs. They neglected to consider whether embracing Omni-Channel would truly enhance the experience for both customers and employees.

You might argue, "We must be present wherever our competitors are," but this mindset may indicate a deeper problem. If your business actions fail to differentiate you from your competitors, your challenges extend beyond simply choosing which channels to be on.

Therefore, in 2024, businesses aiming to achieve breakthrough success are prioritizing being on the "Right Channels" rather than every channel. These "Right Channels" are the ones where you can consistently deliver on your brand promise, where your ideal customers spend their time, and where customer engagement is seamless and accessible.

Importantly, your customers will enjoy a seamless, unified, and notably cohesive experience across all channels. This experience will be designed in a way that allows your team members to focus on serving the customer rather than being overwhelmed by technology.

## 8. Employee Onboarding

Despite spending a significant portion (15% to 30%) of a new team member's salary on recruitment, many companies leave the onboarding process to chance or solely in the hands of the recruiting manager. This approach is far from ideal and has several drawbacks, including low employee engagement, which can increase operating costs by up to 18%, and a higher likelihood of resignation within 90 days, resulting in additional recruitment expenses.

Considering the financial and opportunity costs at stake, it is perplexing why businesses do not prioritize employee onboarding more effectively.

In 2024, businesses that prioritize a robust onboarding program will achieve breakthrough growth by providing new hires with the necessary skills, tools, knowledge, and, importantly, a positive and inclusive work environment.

The key to a successful program is to initiate the onboarding process from the time of offer acceptance and continue it until the new hires' 90-day anniversary. Throughout this journey, establishing a two-way dialogue is paramount in order to promptly address any concerns or issues that may arise.

## 9. DEIB (Diversity, Equity, Inclusion, and Belonging)

To thrive as a great place to work in 2024, it's essential to go beyond simply hiring people from diverse backgrounds and instead be intentional about building a strong team.

Instead of relying on diversity quotas or targets, forward-thinking businesses will prioritize actively eliminating unconscious bias in the recruitment process. They will ensure their talent-sourcing programs encompass outreach to wide and diverse communities.

Additionally, there will be a deliberate focus on fostering a culture that encourages inclusion, fairness (equity), a sense of belonging, and community. The most intelligent decisions will arise from genuinely listening to and considering the diversity of opinions and ideas, incorporating them when appropriate.

Importantly, embracing diversity, equity, inclusion, and belonging (DEIB) is not just a superficial trend in companies. There is significant evidence confirming that creating a diverse and inclusive workplace leads to increased employee retention, productivity, and profits.

## 10. Flexibility – Work, Play, Pay

The COVID-19 pandemic prompted many companies to embrace work-from-home and flexible work arrangements. However, the reality is that today's multigenerational workforce demands even greater flexibility in not only their physical work location but also across the entire work-life balance spectrum.

Since the pandemic, businesses have implemented experimental policies such as the adoption of four-day work weeks, extra paid time off, and the results have shown a significant improvement in overall performance.

To achieve breakthrough success in 2024, businesses must attract top talent by fostering a sense of community and collaboration through a central hub for in-person individual work and teamwork while maintaining flexible location and hours.

Moreover, to stay relevant, companies must move beyond traditional pay models and acknowledge that employees seek more than just a paycheck. This could include reduced weekly working hours, increased paid time off, or an increased focus on investing in employee development beyond financial compensation.



## 11. Communication

In today's world, where distractions and interruptions abound, the significance of quality communication cannot be overstated.

For customers, clear and consistent communication plays a critical role in building trust, cultivating loyalty, and delivering an exceptional experience. Nowadays, customers not only expect transparency but also proactive communication and prompt responses to their inquiries or concerns. Being more responsive than competitors can provide a significant advantage in any industry.

Similarly, effective communication is the cornerstone of a productive and engaged workforce for employees. With remote work and scattered teams becoming the norm, seamless communication channels facilitate collaboration, idea sharing, and connectivity. When leadership practices transparent and open communication, employees feel valued, informed, and aligned with the organization's objectives.

In 2024, companies that prioritize communication and invest in programs to enhance their employees' communication skills will experience breakthrough success. Recognizing the importance of effective communication and nurturing this vital skill will undoubtedly set organizations apart in the ever-evolving business landscape.

## 12. Community

Businesses operate within diverse communities and are interconnected with them. This interconnectedness is highlighted in the recruitment process, where more candidates now take into account a company's overall impact on the communities in which it operates.

Businesses have two key communities to nurture: their customer community and their employee community. In both spheres, the focus lies in cultivating relationships, fostering connections, and delivering value. It is vital to contribute positively to the well-being of community members, developing strong bonds of loyalty and advocacy.

By actively engaging with customers, businesses can understand their needs, address concerns, and deliver products or services that exceed expectations. This cultivates a loyal customer base and promotes positive word-of-mouth recommendations.

In the employee community, it is important to create an inclusive and supportive environment. This involves providing opportunities for growth, acknowledging and valuing contributions, and promoting a sense of belonging. Cultivating a strong employee community leads to higher job satisfaction, retention, and advocacy for the organization.

Ultimately, businesses must recognize that investing in and nurturing both their customer and employee communities leads to long-term success and sustainable growth.

## 13. Voice Conversations

With 3.1 billion voice searches being conducted every month, the competition for voice search rankings is vastly different from traditional web searches where Google reigns supreme. As a result, businesses must start taking notice of this rapidly-evolving technology to achieve breakthrough success in 2024.

To stay ahead of the curve, businesses must now not only focus on Search Engine Optimization (SEO) but also Voice Search Optimization (VSO). This involves paying attention to three critical areas of VSO: long-tail phrases, conversational and question-based queries. By integrating these elements into website maintenance and content creation, businesses can actively improve their voice search results and gain a competitive edge.

While Voice Search Optimization (VSO) may not be a transformative factor for most businesses in 2024, adopting VSO practices now will offer a substantial advantage in the coming years. By establishing these habits today, businesses can position themselves ahead of the curve and be prepared to leverage the benefits of VSO as it becomes increasingly influential in the future.

## 14. AI Driven Insights

In today's business landscape, organizations of all sizes handle a substantial amount of data, encompassing both operational and experiential data. The latter can be structured or unstructured, presenting a challenge when it comes to leveraging its full potential.. Regrettably, data often remains underutilized, even within larger enterprises.

Fortunately, the availability of easily accessible AI tools has revolutionized data analysis, enabling businesses to gain insights effortlessly in near real-time. These AI-generated insights not only spark curiosity but also help uncover areas of opportunity to enhance the experience for both customers and employees.

In 2024, businesses destined for breakthrough success will embrace AI Insight Tools to swiftly identify gaps between their promises and actual delivery. By harnessing the power of AI Insight Tools, businesses can bridge the gap between data collection and actionable insights, leading to more informed decision-making and a competitive edge in the ever-evolving market.

## 15. Generative AI

Harnessing the power of Generative AI has the potential to revolutionize your creativity and provide a competitive advantage by enhancing the speed of your operations.

In 2024, the true winners will be the businesses that leverage Generative AI to amplify the skills of their teams, foster curiosity, and aid in problem-solving. Additionally, Generative AI tools can enable organizations to scale their operations, delivering hyper-personalized experiences for both customers and employees.

However, businesses destined for breakthrough success will understand that Generative AI alone is not a magic solution for growth. Rather, it is a powerful tool that, when combined with other trends like community-building and the human touch, creates an ecosystem of growth.



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