

# Activating your Listening Program with Design Thinking

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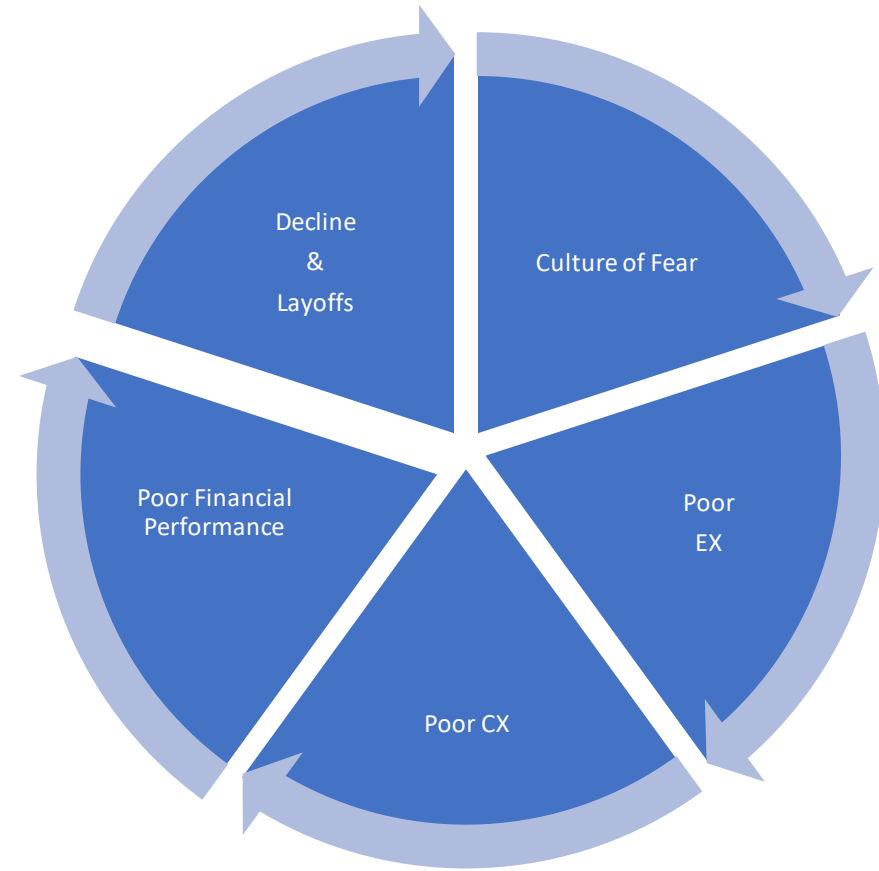
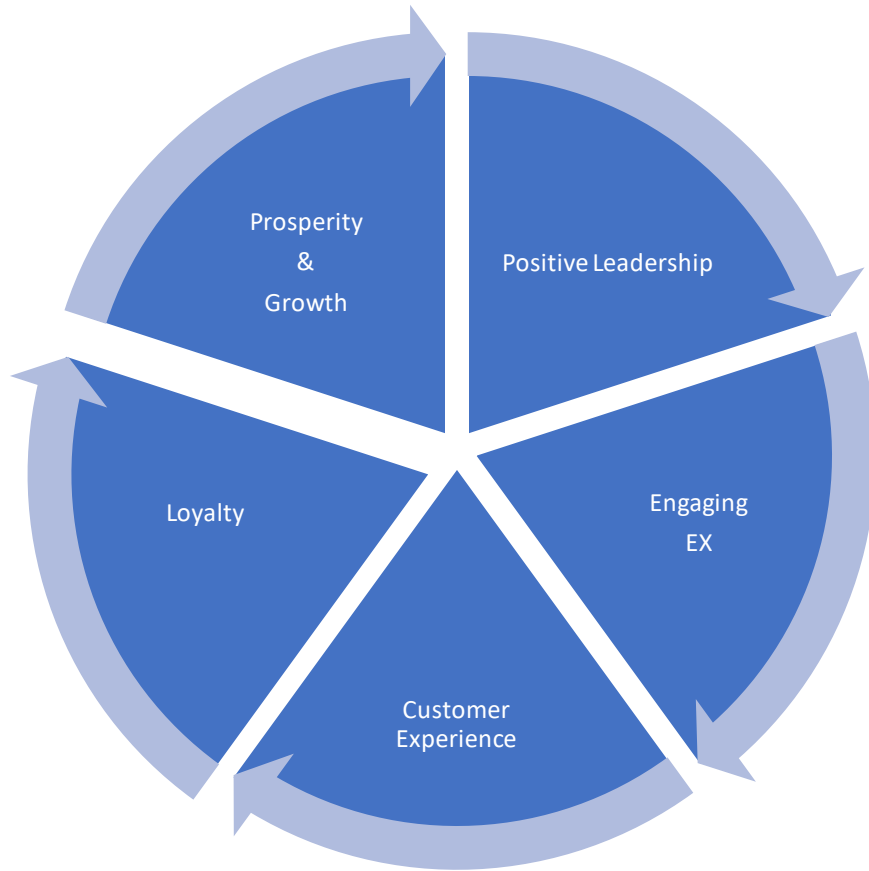




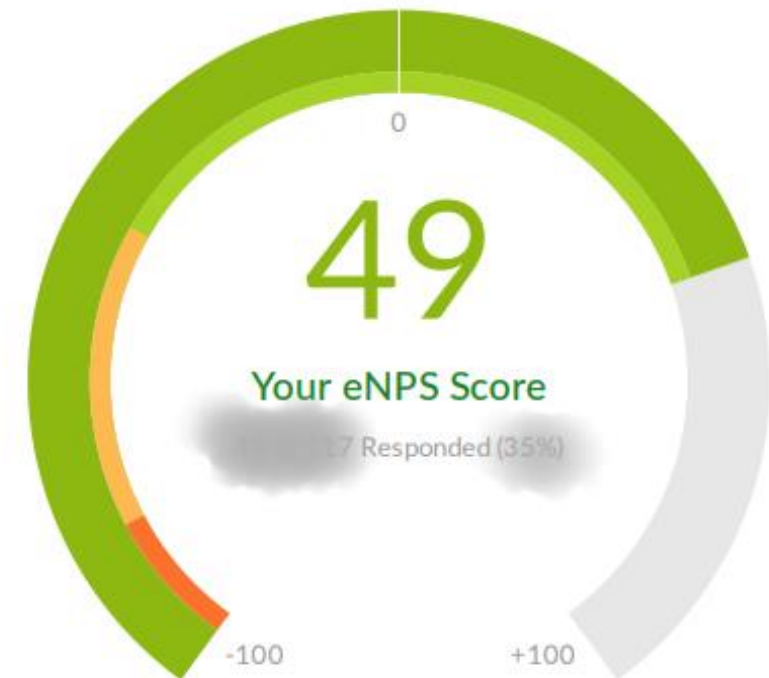
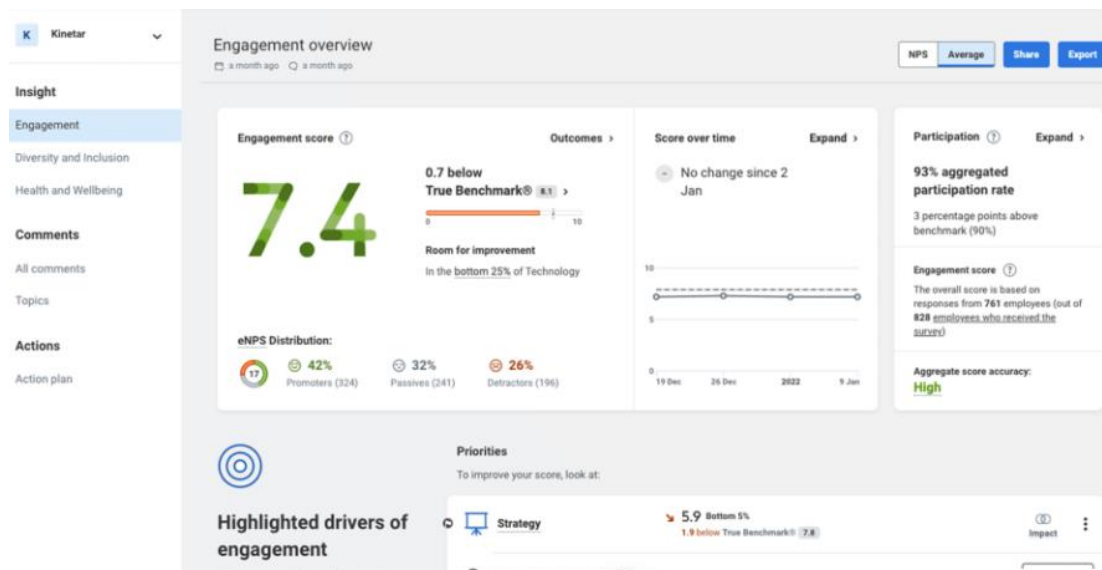
# Today's Objectives

- **What is engagement & why do we care?**
- **Elements of a Listening Program**
- **Engagement & Virtuous Cycle**
- **Platform - Data – AI ( oh my )**
- **Design Thinking Elements**
- **So What / Now What ?**
- **Interactive Discussion**

# What is engagement & why do we care



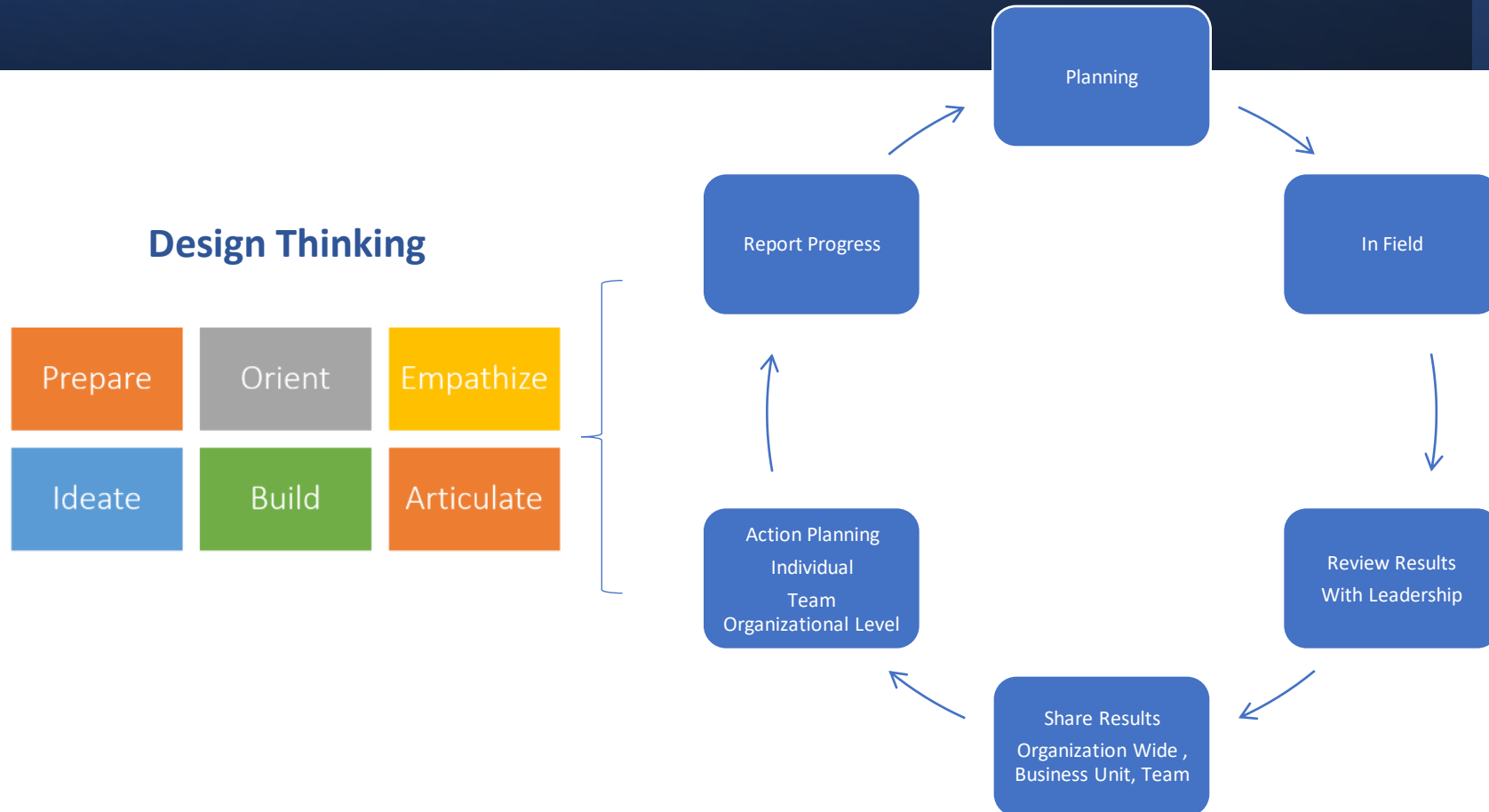
# PLATFORMS – DATA – AI



# Elements of a Listening Program

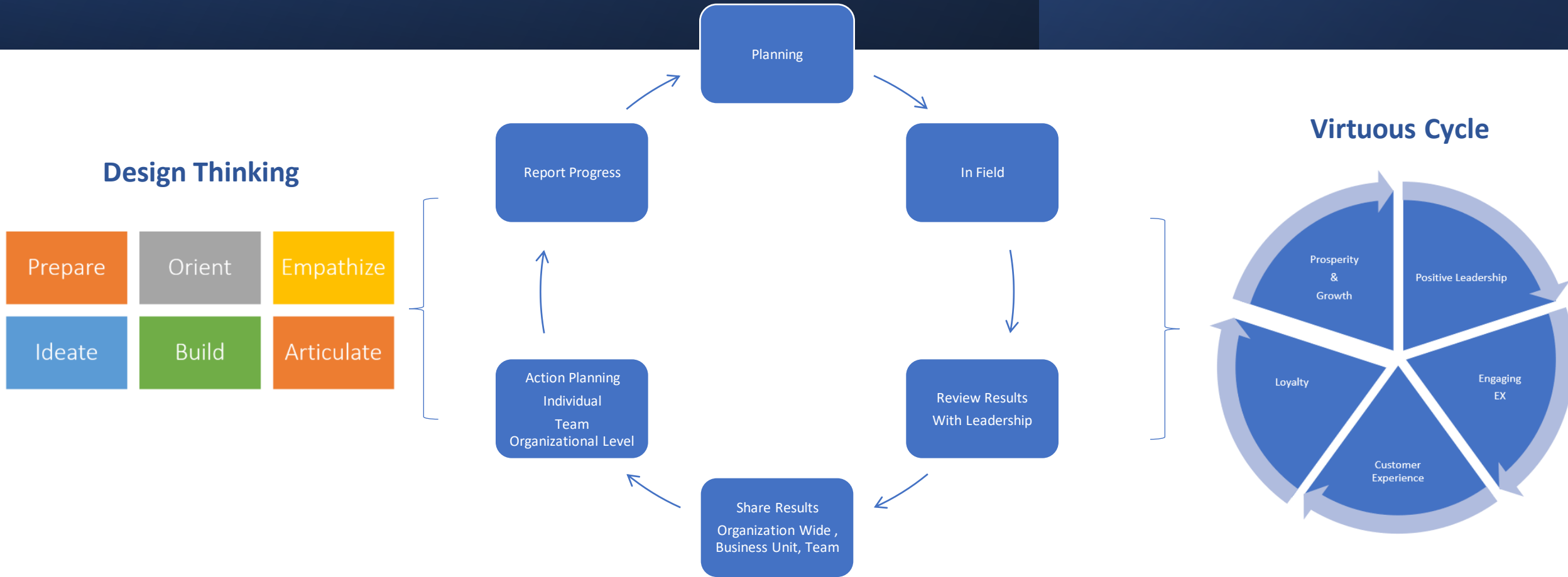


# Elements of a Listening Program





# Elements of a Listening Program



# DT Elements

Prepare

Orient

Empathize

Ideate

Build

Articulate



# DT Meets Listening Program

Prepare

# DT Meets Listening Program

Orient

# DT Meets Listening Program

Empathize

# DT Meets Listening Program

Ideate

# DT Meets Listening Program

Build

# DT Meets Listening Program

Artriculate

**So.  
How might we use DT to  
better understand your  
EX to drive the Virtuous  
Cycle?**





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