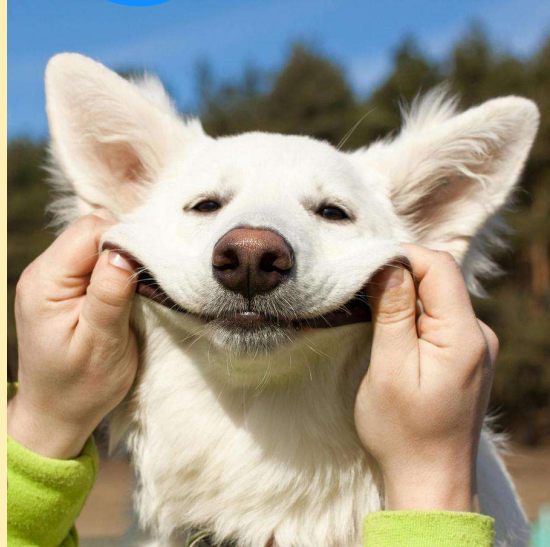


WINNING the UNWINNABLE



How to Get Leadership Buy-In for Loyalty

Now-questions:

1.

Do you understand the value of the loyalty programme you operate?

2.

Do you feel like you are often defending your loyalty programme?

Do not edit
How to change the design

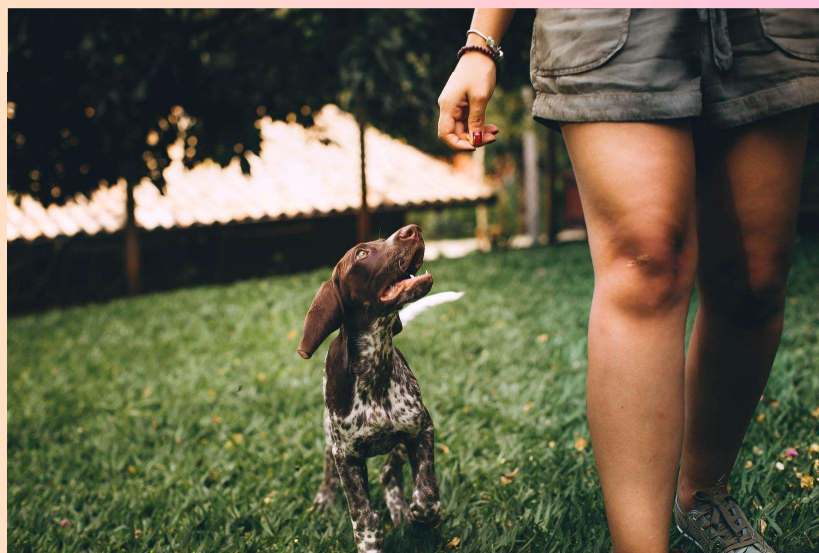


My Senior stakeholders see loyalty as...



When I present loyalty results to leadership, I focus mainly on...

You are not alone



QUESTIONS



1. What have we done so far?
2. Does it do what we want it to do?
3. What is China doing?
4. What is the fraud risk?
5. Is it bullet proof?
6. Are we ready to launch it?
7. What is the plan?

Confused



New Mindset

AWARENESS

ENGAGEMENT

RELEVANCE

TRUST

ADVOCACY



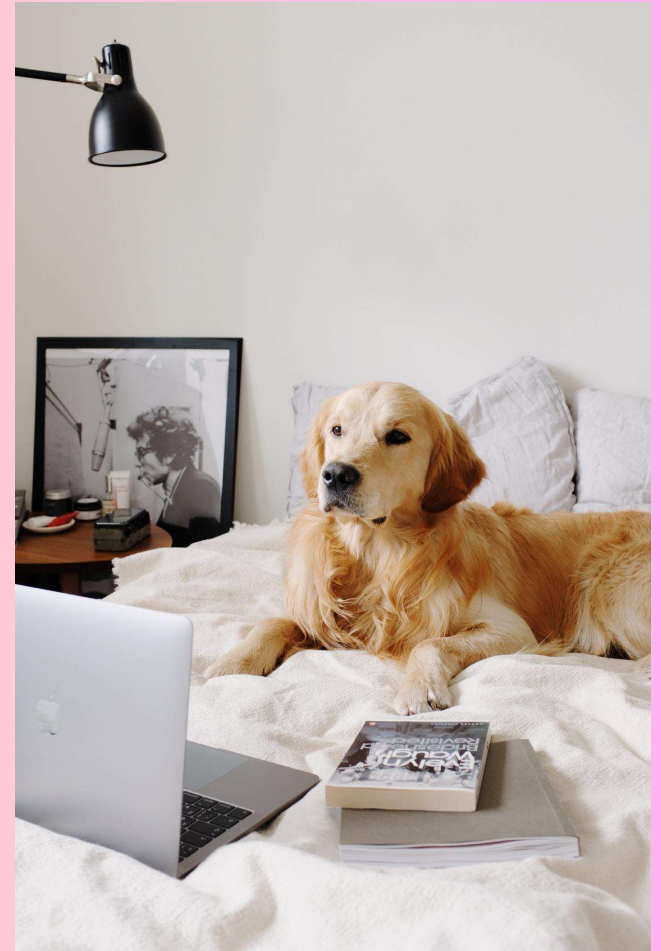
New approach

Step back & Reframe

Upskill & Demystify

Evolution

Customer research



His World



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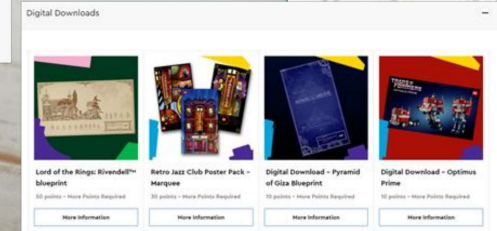
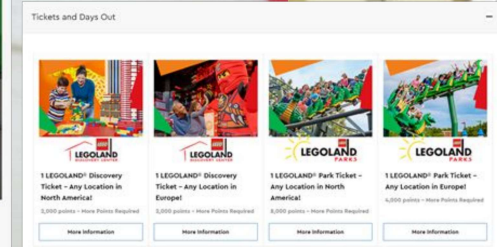
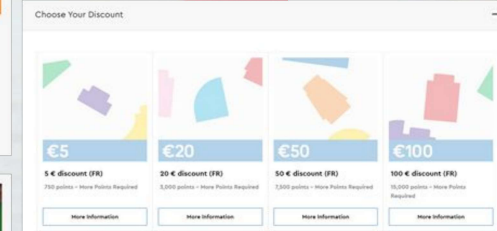
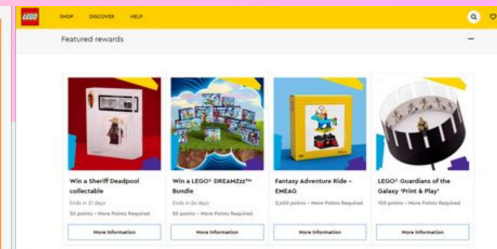
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New Presentation

AWARENESS

ENGAGEMENT

RELEVANCE

TRUST

ADVOCACY

New Presentation

Onboard them well



Don't assume he "gets" loyalty. I guided them through the basics.

Deliver quick wins



I shared small results such as customer verbatim

Personalise the value



I linked the program backed to his concerns

Build emotional connection



I turned his world into my loyalty approach

Turn them into advocates



Humans are contagious

Why he finally cared



- ✓ He saw himself in the story
- ✓ Solved his problems
- ✓ Built trust
- ✓ More than transactions
- ✓ Felt ownership

Win leadership over in the same way you win a customer

