



In partnership with



Customer Success Manager

PROGRAMME OVERVIEW

SUBSIDISED BY UK GOVERNMENT

Achieve a professional Management & Leadership qualification:
Chartered Management Institute (CMI)



“Rarely does a course
surpass all expectations,
this one did. Brilliant!”

Linda Hausmanis, CEO
Institute of Workplace and Facilities Management



The growing demand for customer success leadership skills

Welcome to the Customer Success Manager Skills Bootcamp, delivered by Estu — an exceptional opportunity to be trained by experts in creating value for customers.

Driven by the need to maximise customer engagement, open new markets, and increase repeat business, the role of a Customer Success Manager has emerged as one of the fastest-growing professions in the UK.

This government subsidised programme is meticulously designed to equip your organisation with this important knowledge and these skills.

It includes three core components:

- 1. Technical training from world-class subject matter experts:** Learn and utilise best practice tools to create customer value.
- 2. Management skills:** Hone valuable management skills and receive support to apply them in the context of your organisation.
- 3. Communications training:** Enhance your ability to convey ideas effectively and bring your team along on the journey.

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About

Customer Success Manager Skills Bootcamp

- Subsidised by the government
- Professional qualification: CMI Level 5
- 100% participant advocacy
- Join an open-access cohort or hold within your organisation

Over 10 weeks, you will develop the skills needed to maximise the value of customer relationships and propositions that support growth.

Identify and act on opportunities to innovate your organisation's interactions with customers and develop new working practices, processes, products or services.

Your experience will be delivered through a blend of live online sessions, expert masterclasses, case studies and trainer-led workshops.

“We’ve had fantastic exposure to people and information we would never normally have access to... It’s been a privilege to be part of the course.”

Martin Fieldman, Managing Director
Abode Bed



Overview

Audience Managers, Senior Managers and Directors.

Individual Outcomes

- Skills and capability in the latest tools and techniques
- Powerful peer network
- Professional qualification

Organisation Benefits

- Enhanced value propositions
- Improved customer engagement and retention
- Successful innovation

Qualification CMI Level 5 Award in Management and Leadership.

Format & Start Date 60 hours over 10 weeks, delivered through a blend of in-person events, live-online masterclasses and workshops, digital learning and one-to-one support to aid implementation.

Start date: 13 November 2024.

Subsidy Fee per learner: £4,500

- 70% subsidised for large enterprises
- 90% subsidised for SMEs (<250 employees)
- 100% subsidised for individuals

Eligibility criteria apply.

Contact: support@estuglobal.com

In detail

Module	Content
Introduction to Design for Customer Success	Cutting-edge design methods to solve problems, identify triggers for innovation, and create improved customer experiences that deliver value.
Creating and Testing New Ideas	Techniques for creating new solutions to improve customer success. Gain inspiration from other industries and use research to trigger new ideas.
Insight and Epiphanies	Methods for researching your own customers; their problems and what success looks like for them.
Journey Mapping	Understanding the customer journey; identifying the process and details that elevate the experience and value.
Framing the Brief	Moving from research to action; mapping new systems and how they impact on customer success.
Future Journey	Developing the future customer journey, considering the changes required and the business case for improving customer success.
Prototypes	Rapid prototyping tools and early user testing to reduce risk and build confidence in new solutions.
Developing Concepts	Mapping the different parts of the organisation that will be needed to deliver success.
Blueprints and Buy-in	How to share and implement customer success ideas and concepts across your organisation.
Presenting and Reflecting	Communicate with impact through storytelling; present your customer improvement plan.

Module breakdown

Session	Activity	Format
1	Introduction to Design for Customer Success	In-person 9am - 5pm
2	Creating and Testing New Ideas	In-person 9am - 5pm
3	Insight and Epiphanies	Live online 9am - 12.30pm
4	Journey Mapping	Live online 9am - 12.30pm
5	Communicating with impact through storytelling and CMI assignment briefing for success	In-person 9am - 5pm
6	Gathering Data and Customer Success Factors Masterclass	Live online 9am - 11am
7	Framing the Brief	Live online 9am - 12.30pm
8	Future Journey	Live online 9am - 12.30pm
9	Prototypes	Live online 9am - 12.30pm
10	Insights into Impact Masterclass	Live online 9am - 11am
11	Developing Concepts	Live online 9am - 12.30pm
12	Blueprints and Buy-in	Live online 9am - 12.30pm
13	Presenting, Reflecting & Implementation	In-person 9am - 5pm

Running order and content of modules subject to change.

“I’ve found it so helpful. Make sure you give your time to this course, and you will get a great return on what you put in.”

Nicole May, Founder
Mayhem Group

Core learning and support

In-person and live-online workshops

Teaching, masterclasses, trainer-led workshops with leading experts in design thinking, customers success and communication methods.

Focussed tutorials

Deep-dives into key areas with peers, facilitated by specialists.

Digital learning

One-to-one support to maximise the impact of your learning.

Resources centre

Guides, templates and explainers. CMI Management Direct Portal.

Wraparound care

To support your post-programme implementation and opportunities to progress your career.

Teaching team



Clive Grinyer, Lead Tutor

- Clive started in design consultancy Ideo in London and San Francisco before co-founding design company Tangerine with future Apple design chief and RCA Chancellor Sir Jony Ive
- He went on to build and lead design teams for Orange, Samsung, Cisco and Barclays



Madelaine Dowd, Tutor

- Madelaine leverages her extensive experience as a Royal College of Art graduate and successful entrepreneur
- As an accomplished innovation expert, she inspires creativity, entrepreneurial insights and the application of learning



Alasdair Craig, Lead Communication Trainer

- An accomplished trainer and EMCC-qualified coach, Alasdair leads Estu's executive education programmes focusing on communication and personal effectiveness
- Associate Trainer for the Centre Stage Executive Education Programmes at Shakespeare's Globe Theatre



Fiona Drummond, Communication Trainer

- Associate Trainer with the Centre Stage Executive Education Programmes, at Shakespeare's Globe Theatre.
- Storyteller, skilled in the art of making live connections with complex narratives, text and ideas.

Course providers



Collaborating with the world’s leading academics, industry practitioners and business coaches to deliver real business results.

Estu delivers a fresh approach to leadership development programmes, grounded in the design thinking principles behind the most successful organisations globally.

We currently work with academics from Cambridge University, UCL School of Management, Cranfield, UEA, London School of Economics and the Royal College of Art. Together we’ve worked with thousands of businesses including familiar leading organisations such as Samsung, NHSX, Adidas, McKinsey, HM Treasury, Google, the United Nations, Philips, Dyson, Pfizer and Apple.



Skills Bootcamps – part of the Government’s Lifetime Skills Guarantee, helping everyone gain skills for life.

Charitable contribution



Estu shares 20% of the client contributions for our Skills Bootcamp programmes in Hertfordshire with Home-Start Hertfordshire. Home Start deliver high quality volunteer-led services to support families in Hertfordshire through challenging times.

They do amazing work, offering life-changing support to more than 1,000 people and vulnerable children across Hertfordshire each year. By joining our sustainability Skills Bootcamps, learners will help Home-Start continue to provide more of these essential services.

Apply

To apply, email us at the address below and one of the team will be in touch.

We can assist you in enrolling your team on a scheduled cohort, or create a range of company-wide propositions that blend funded pathways with your existing L&D activities.

We are happy to discuss funding opportunities and bespoke solutions.

Contact information

E: support@estuglobal.com

T: +44 (0)2033 940 219

Find out more

www.estuglobal.com

