

WHAT YOU MISSED

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Welcome to *What You Missed*, a newsletter recapping past UX insights, resources, and updates from the **Leaders of Awesomeness** community. It's hard to keep track of all the great posts in the community, so here are a few of our favorites that might have escaped your attention.



Why UX Outcomes Make Better Goals Than Business Outcomes

Article by Jared Spool.

Increase subscription retention by 15% this quarter.
Increase new policy subscriptions by 20% this year.

These are common business outcomes, results the organization's leadership wants to attain to keep the organization growing. Every business needs results like these to survive.

But should we, as designers, see this as our goal?

By prioritizing user experience outcomes over mere business goals like increasing subscription retention or policy subscriptions, design leaders can create truly impactful and meaningful experiences for their users.

[Read how your UX outcomes will drive your business results.](#)

Talk UX Strategy

Recorded Talk UX Strategy Sessions for you to enjoy.

UX Researchers: Shifting from Tactical to Strategic Research

A recording from the most recent Talk UX Strategy session.

UX researchers are the most significant players in the shift from Tactical to Strategic UX Research. Researchers are the best folks to lead this transformation. Their efforts will determine how much influence this new research will have on their organizations' critical decisions and planning.

The conventional UX practices that make researchers successful today won't help them lead this transformation. To work strategically in their organizations, researchers must expand their skills, practices, and mindsets. They'll need a better understanding of their business and additional leadership skills.

Join Jared Spool for a comprehensive discussion of the changes you'll see UX researchers make as their organizations start embracing Strategic UX Research. You'll discover what you need to lead a strategic revolution in your research practice.

Uncover how you'll...

- Introduce Strategic UX Research into your organization, demonstrating the power behind deeply understanding your users and their needs.
- Identify the business skills you'll need to demonstrate how improved research impacts the critical decisions of your executives and senior stakeholders.
- Switch to proactive, continuous research efforts, focusing on building expertise across the organization that expedites innovative products and services.

[Catch up on this recent Talk UX Strategy Session.](#)



Upcoming Topics & Events

Here are events that are coming up soon. You don't want to miss them!

Leading UX Through A Major Organization Transformation

As a UX leader, there is a pressing need to articulate a compelling vision illustrating the direct benefits customers, users, and employees will experience as a result of ongoing organizational transformations.

Transformations are excellent opportunities for UX Leaders to shine. Fortunately, organizations go through transformations all the time.

Your organization is trying to be more digital, more profitable, more innovative, more streamlined, more customer-centric, more efficient, more AI-driven, or more global. It wants to deliver better customer service, offer broader product offerings, or be more specialized. There's always something better or more to strive for.

As a UX leader, you can thrive in a transformation. These periods often initiate a wake of confusion and chaos. You can provide a vision of how your executives' buzzword-laden directives translate directly into improved experiences. You'll provide clear goals and direction for the organization's new journey.

In this inspiring session, Jared Spool will explore how prepared UX leaders have stepped up to provide the necessary detail and clarity when their executives have pronounced their latest transformation objectives. You'll discover how delivering a vastly improved experience for your customers, users, and fellow employees is a compelling vision for your organization to latch on to.

Uncover how you'll...

- Craft a compelling vision of how your customers, users, and employees will significantly benefit from whatever transformation is currently the priority.
- Attract the attention of executives and stakeholders by supporting their mission with a clear demonstration of how the transformation will manifest.
- Demonstrate that every strategic decision your organization makes translates directly into improvements (or new problems) in your products and services.

Join this Talk UX Strategy Session on Monday, April 22, at 2pm ET (18.00 GMT).

[RSVP for Monday's Talk UX Strategy session.](#)

Strategic Approaches to UX Research



Join us June 3-7, 2024

Intensive led by Jared Spool

UXResearch.cc

Strategic Approaches to UX Research - Sign-up Today!

Intensive June 3-7, 2024 • No more guessing. No more betting. Eliminate risk with the magic of Strategic UX Research.

In five 90-minute sessions, explore how to develop your team's Strategic UX Research.

Lead executives to make critical business decisions with UX research, not by guessing. Join us to unbottle the potential of your team's work because UX research can no longer be treated as a luxury. It's essential to your organization's success.

[Explore the details of our Strategic Approaches to UX Research Intensive.](#)

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