

Customer Journey Map Template

Outliers Business Strategy Centre™ · Template

Audience: Executives & strategists | Tier: Free

Purpose

This document is provided by Outliers Professionals as part of the Business Strategy Centre™. It supports executive teams, boards, strategists and business unit leaders in formulating, executing and sustaining a winning strategy.

- Apply the purpose lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

How to Use This Template

- Apply the how to use this template lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Inputs Required

- Apply the inputs required lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Section 1 — Context & Objectives

- Apply the section 1 — context & objectives lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Section 2 — Analysis & Inputs

- Apply the section 2 — analysis & inputs lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Section 3 — Decisions & Recommendations

- Apply the section 3 — decisions & recommendations lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Section 4 — Action Plan

- Apply the section 4 — action plan lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Appendix — Worked Example

- Apply the appendix — worked example lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Glossary

- Apply the glossary lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.