

First 100 Days - Reality Check



Ten questions that help you win the first 100 days.

- 01 **Are you listening more than talking - to your team, and to actual customers?**
Week one is not about answers. Have you spent time just watching how things really work, not how they're supposed to work?
- 02 **Have you sat down with five frontline people - not their managers?**
Call centre, branch, anyone customer-facing. They know where the friction is. Managers know where the reports say it is.
- 03 **Do you know who will open doors for you - and who will quietly close them?**
The org chart tells you nothing about influence, resistance, or who's just waiting to see if you're worth backing.
- 04 **Have you bought the product, called the support line, used the app - as a real customer?**
Not to audit - to understand what your customers actually live through. Everything else comes later.
- 05 **Have you asked five people in leadership what CX means?**
The gap between their answers is your first real problem - and your first real opportunity.
- 06 **Do you know what's actually driving your CX scores?**
Most companies have the number. Almost none know what's actually moving it.
- 07 **Have you found one thing that's broken and fixable fast?**
It doesn't need to be big. It needs to be real and visible. Momentum before strategy.
- 08 **Can you put a number on one CX problem?**
A rough number is fine. Zero is not. Until you speak the CFO's language, CX is a cost centre. Once you do, it's a business priority.
- 09 **Are you in the monthly management meeting - not just the quarterly one?**
Visibility is not vanity. It's how CX stays on the agenda when budgets tighten.
- 10 **Can you write your CX story in one sentence?**
If you can't, you're not ready to scale. That sentence will carry every presentation, every budget request, every conversation that matters.

MY CX STORY IN ONE SENTENCE

Not sure where you actually stand?

Senti360 gives you the full picture before your first leadership review. Four lenses. One brief. Under 10 days.
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