

MATT DOMO

# ME EXPERIENCE BLUEPRINT



Transformation succeeds or fails based on whether people feel it.  
Most organizations implement change.  
Few make it stick.  
The difference is experience.

The ME Experience (MEx) is the connective tissue between vision and value. It aligns how the business operates with how it is actually experienced by customers, employees, and leaders.

This blueprint is designed to help leadership teams operationalize MEx across the organization. It is not a conceptual exercise. It is a structured diagnostic to surface friction, reveal misalignment, and guide execution. Use it to create clarity, align decision-making, and sequence action with intent.

If applying this raises questions, a short working conversation can help clarify next steps.

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Pick one workflow. Work through this with your team. Decide what changes now.

The chapters and worksheets in this guide assume you have completed the AI Business Stress Test introduced in Chapter 1.

If you have not yet completed it, pause here and take that assessment first. It provides the context needed to answer the questions that follow with clarity and confidence.

A QR code is provided below for quick access.



## Purpose

This blueprint helps leadership teams:

- Identify where experience breaks down across the organization
- Align customer, employee, and leadership experiences to outcomes
- Design systems that reduce friction and increase velocity
- Move from reactive operations to proactive, predictive execution

This is not about improving experience.  
It is about engineering it.



**MEx is not a concept. It is the system behind how modern organizations win.**

If a brief working conversation to pressure-test results would be useful, that option is available.

Private walkthrough: [mattdomo.com/apply](https://mattdomo.com/apply)

## Scoring

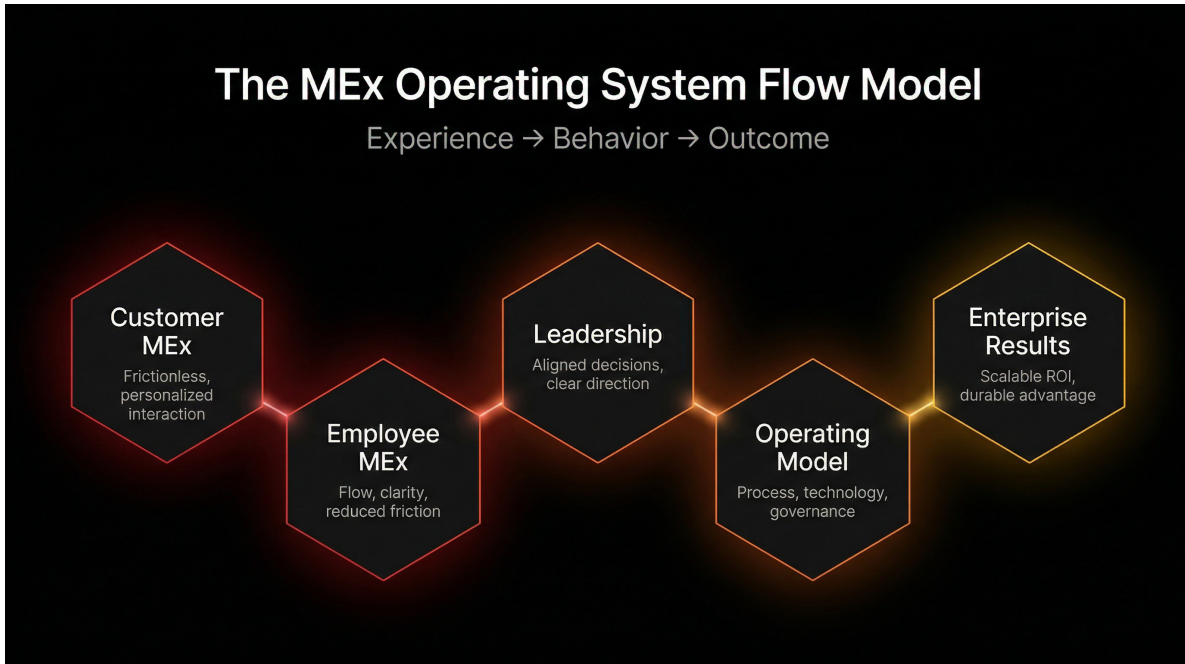
Rate each statement on a scale of:

- 1 (Rarely / Not Yet)
- to
- 5 (Consistently / Embedded)

Answer based on how the organization operates today, not how it aspires to operate.

## The ME Experience Operating Model

Customer → Employee → Leader → System → Outcome



Experience is not a layer.  
It is the system.

### I. Customer ME (External Experience)

Design for relevance, speed, and ease.

- Our customer interactions are designed around real behaviors, not assumptions.
- Customers can complete key actions with minimal effort or friction.
- We anticipate customer needs rather than reacting to requests.
- Personalization is meaningful, not cosmetic.
- Customer signals directly influence prioritization and investment decisions.

Customer friction is a signal, not a complaint.

## II. Employee ME (Internal Experience)

Optimize how work actually happens.

- Employees can execute core workflows without unnecessary friction.
- Tools and systems support flow rather than create complexity.
- Manual work is actively identified and reduced.
- Employees understand how their work connects to outcomes.
- Knowledge is accessible and reusable across teams.

Employee friction compounds faster than customer friction.

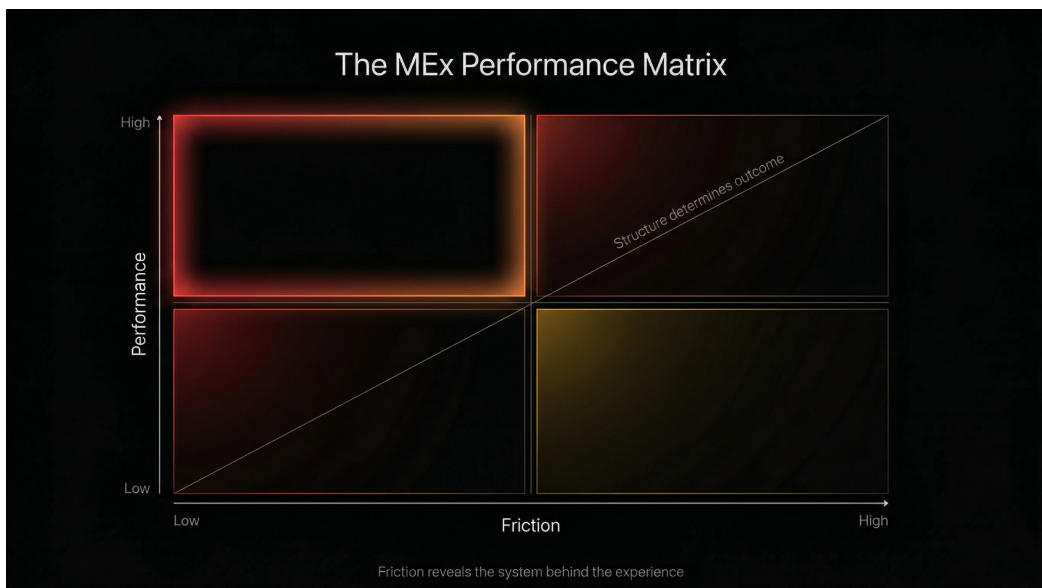
## III. The Leader ME (Decision Experience)

Create clarity, alignment, and momentum.

- Leaders operate from shared priorities, not competing agendas.
- Decision rights are clear and consistently applied.
- Communication reinforces direction, not ambiguity.
- Leaders model the behaviors required for transformation.
- Incentives align with outcomes, not activity.

Misaligned leadership creates invisible drag across the system.

## IV. Experience Flow & Friction Mapping



See where value breaks down.

- We can clearly map end-to-end journeys across customer and employee experiences.
- Friction points are identified, measured, and prioritized.
- We understand where delays, rework, or confusion occur.
- Cross-functional dependencies are visible and actively managed.
- We design to remove friction, not work around it.

Friction reveals the system you actually built.

## V. AI & Intelligent Experience Design

Move from reactive to predictive.

- We use data to anticipate needs before they are expressed.
- AI is applied to improve timing, relevance, and decision quality.
- Customer and employee signals are continuously analyzed.
- We intervene early to prevent churn, delay, or failure.
- Automation enhances experience, not just efficiency.

AI does not create advantage. It reveals it.

## VI. Speed, Flow, and Time-to-Value

Move from reactive to predictive.

- We use data to anticipate needs before they are expressed.
- AI is applied to improve timing, relevance, and decision quality.
- Customer and employee signals are continuously analyzed.
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## VII. Operating Model Alignment

Design the system to support the experience.

- Ownership of outcomes is clearly defined.
- Teams are structured around value delivery, not function.
- KPIs reflect customer, employee, and business outcomes.
- Governance enables progress rather than slowing it down.
- Systems, processes, and incentives reinforce each other.

Structure determines behavior. Behavior determines outcomes.

### Scoring & Interpretation (Guidance for the Chapter):

#### Scoring & Interpretation

This assessment is not a grade. It indicates where action will matter most.

(35 Questions | Max Score: 175)

#### Score Ranges

- **140–175 | Strong Foundation**  
Execution capability is largely in place. Focus on calibration, scaling, and compounding impact.
- **105–139 | Developing**  
Capabilities exist but are uneven. Prioritization and sequencing will determine success.
- **Below 105 | Foundational Gaps**  
Structural constraints limit speed and agility. Strengthen core capabilities before accelerating.

This is not a grade.

It highlights where action will matter most.

### From Insight to Action

Use your results to determine next steps:

- **Strong score + low complexity** → Accelerate and scale
- **Strong score + high complexity** → Calibrate and refine
- **Lower score + low complexity** → Targeted improvements
- **Lower score + high complexity** → Redesign core operating model

Lower scores are not a failure—they clarify sequence and focus.

## Discussion Prompts

- Where does experience consistently break down?
- Where does friction slow execution the most?
- What is being optimized internally that customers do not value?
- Where are employees working around the system instead of with it?
- What would improve immediately if removed, not added?

## Final Thought

Most organizations try to scale systems.

The best ones scale experiences.

Because when experience works:

- Customers stay.
- Employees engage.
- Execution accelerates.

And momentum compounds.

If a conversation is useful, you know where to find me.