

Blake Michelle Morgan

Customer Experience Futurist, Keynote Speaker & Author

The 8 Laws Of Customer Focused Leadership One thing is clear: customers are more fickle than ever, and loyalty to any one brand is fading. At the same time, many well-intentioned companies are still falling short of customer expectations—despite having everything they need to succeed. Customer experience has changed. New technologies, shifting values, generational demands, economic uncertainty, and the speed of innovation are redefining what customers expect. So how do you stay customer-focused in the face of all this? CX futurist Blake Morgan shares eight new laws that today's most successful companies follow. Backed by cutting-edge research and insights from top industry leaders, this book is a guide to putting the customer first—every single day. Customer experience is a decision leaders must make every day, and this book shows you how: **Create** a customer experience mindset. **eXceed** longterm profit expectations by giving up short term profits. **L**ay out your customer experience strategy creation and stick to it. **Embark** on your 90 day get started plan. **Anticipate** the future by being a customer experience futurist. **Don't** forget that employees are customers too. **Evaluate** success and measure what can be me **Reaffirm** the priority – keep CX front and center. Learn the laws, see how the best companies apply them, and build them into your organization to become a transformational customer experience leader.

4 Ways to Make a Customer Experience a Decision In this speech, CX expert and best-selling author Blake Morgan walks you through her WAYS framework – a practical guide for turning customer experience into an everyday business decision. Join this session to hear real-world examples and clear action items for each step in the framework. No matter where you are in your customer experience journey, this keynote will help you move forward, connect with today's customers, and stand out from the competition.

Designing AI Experiences That Customers Remember AI is everywhere, yet most customer experiences still fall flat. In this keynote, Blake reveals how AI can move beyond automation to create meaningful, emotional moments at scale. She shares real-world stories from brands like United Airlines, Canva, and Replicant to show what's possible when AI is designed with empathy and purpose. This keynote is built for customer experience leaders, digital strategists, employee experience teams, and innovation executives looking to use AI more intentionally. Core message: The best AI experiences don't feel artificial. They feel unforgettable.