

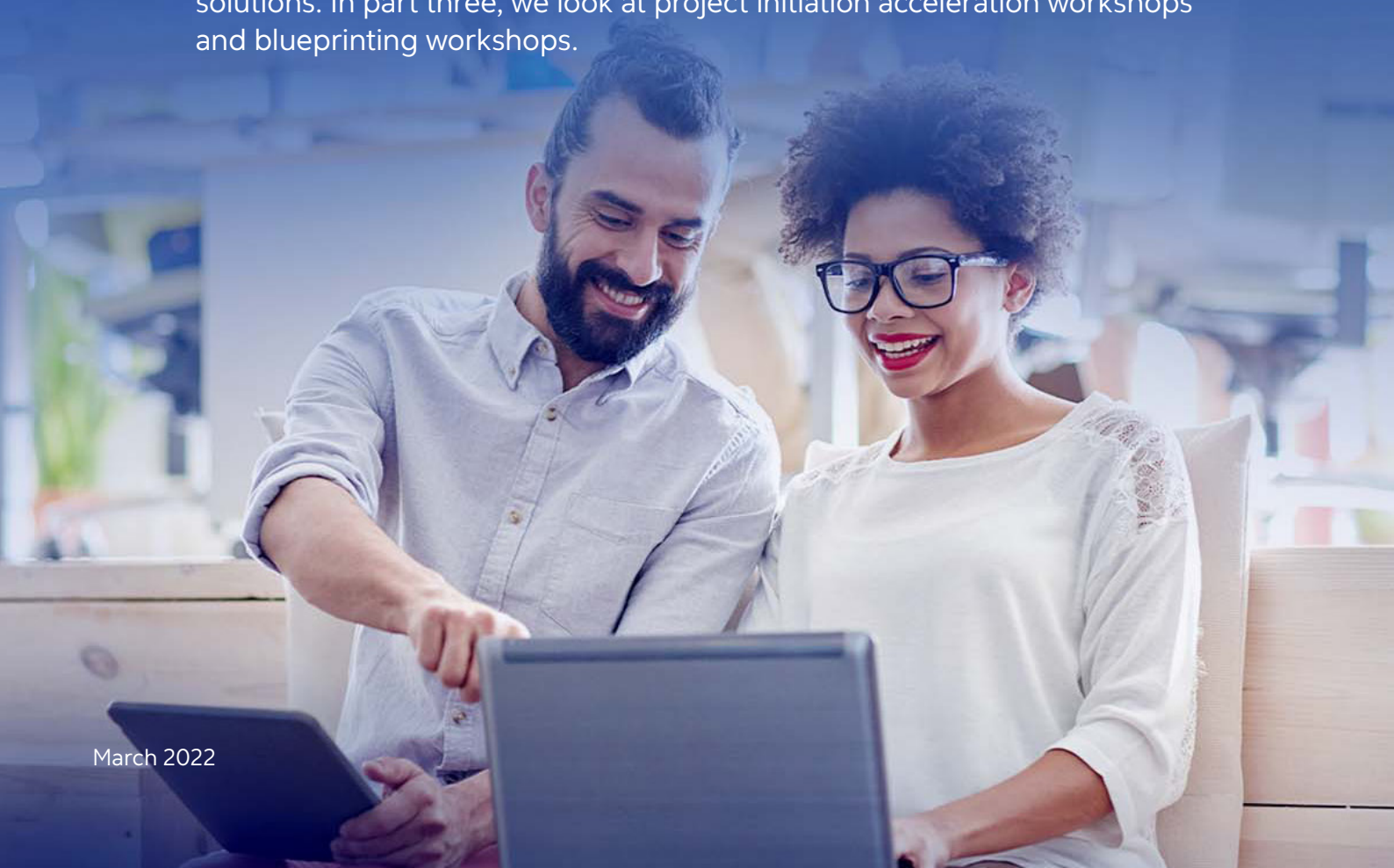
## **SERIES: Part Three**

Orchestrating Experience-Led Transformations With Bernstein

# Accelerating Your Transformation With Bernstein

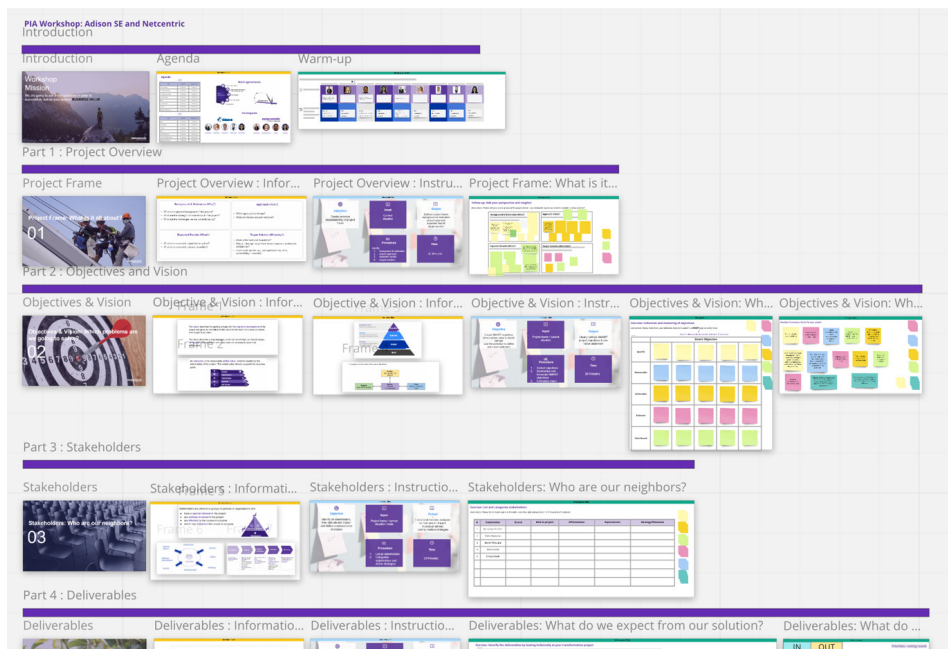
Transformations are cycles within cycles that continue without end. With three phases per iteration – Diagnose, Accelerate and Deliver – the Bernstein Methodology moves organizations through these cycles, learning from and building on past results to ensure that transformations deliver the results your organization expects.

This is part three of a four-part series on orchestrating experience-led transformations with Bernstein. In parts [one](#) and two we looked at how the Bernstein Experience Transformation Framework facilitates your transformation and the spark workshops and accelerator project format solutions. In part three, we look at project initiation acceleration workshops and blueprinting workshops.



## Project Initiation Accelerator Workshops

When employees at different levels and in different departments have varying views and understanding of the project objectives and scope, there will be increased friction which results in a lower likelihood of success. A project initiation accelerator workshop encourages all stakeholders to agree on the transformation approach. Output from the workshop can be distributed throughout your organization, increasing internal support for the project and its objectives and creating increased business value.





## Experience Blueprinting Workshops

Creating an outstanding customer experience is the desired outcome for many transformations. The experience blueprint is a strategic tool that aligns a broad range of representations to fully understand and communicate the desired experience along the customer journey, both the visible (front-stage perspective) and invisible (back-stage perspective) elements, to the user.

In the experience blueprinting workshop, stakeholders get a comprehensive and user-centric understanding of the services and interactions along the customer journey by connecting people, processes, infrastructure and organization. This helps to diagnose root causes of problems and identify non-obvious links as well as redundancies of data. It also links insights to actions and tells you where the real value lies between the user and the product.



## Experience Bernstein for Yourself

Cognizant is offering your organization the opportunity to experience the Bernstein Symphony first-hand. The first three organizations to [contact us](#) will be offered a free spark workshop.

## Read More About Bernstein

This is part three of four in our series on orchestrating experience-led transformations with Bernstein. In the upcoming months, we will guide you through the first steps of your Bernstein Transformation, how to accelerate your transformation by using Bernstein and how to orchestrate experience-led transformation.





## About the Authors



Peter is recognized as a leader of complex transformation projects. He has more than 20 years of experience in building strong project teams, delivering value-adding international IT and business programs. He has worked in various industries, planning and executing the digital transformation journeys for customers striving to improve the experience of their customers. Peter is also a passionate workshop facilitator who engages audiences to perform at their best. Peter is leading the development of Cognizant's Bernstein Approach for holistic transformation orchestration. Peter holds a master's degree in computer science and a PhD in management. He teaches university courses in business transformation and management, speaks four languages and is a passionate triathlete.

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Markus has been working in business consulting for 20+ years. Ten years ago, he decided to focus on transformation management and has successfully led several large international projects and programs in this area. Markus is known to be fully committed to his clients and takes responsibility for their success. From the outside-in view along the whole customer journey to the corresponding internal organization, processes and IT, Markus masters the interdependencies between these (digital) transformation streams and ensures success by accompanying projects with professional change management. Markus is one of the creators of Cognizant's Bernstein approach for holistic change and transformation management.

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### **Markus Seidel**

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## About Cognizant

Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or [@Cognizant](https://twitter.com/Cognizant).

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