

prioritising the right journey: the checklist

You can't manage every journey at once—start with one that truly matters. This checklist helps you decide if it's the right one to prioritise. Pick up this list once you have a few journeys you're considering to choose the most effective one.



item	check?
Does the journey align with strategic priorities?	☐
Is this journey linked to a clear business problem?	☐
Are the current initiatives to solve the problem sufficient?	☐
Would the customer care if this journey improved?	☐
Can the potential impact be measured with KPIs?	☐
Is the customer problem likely to span multiple touchpoints?	☐
Do you know the internal decision-makers for this journey?	☐
Are the stakeholders ready to adopt a new way of working?	☐
Can you access customers to learn about this journey?	☐

