

The Flow System – Customer First (FL-M1)

Syllabus

Description of Course

The Customer First (FL-M1) master's course is a continuation of the content learned in the Flow Thinking Advanced Course (FL-A1). This course provides a deep dive into customer first philosophies and practices.

Duration of Training

The Customer 1st (FL-M1) master's course requires 16 hours of training and can be taken as a two-day in-person training session, an online live virtual class, or as an asynchronous self-paced online training using The Flow System's learning management system (LMS). This course can be taught publicly or privately to any organization.

Participants must complete the training before receiving a code allowing them to take the Customer 1st (FL-M1) assessment for accreditation. The fee for the assessment is included in the course fee for training attendees.

At the master's level, participants will demonstrate an ability to apply the new knowledge and complete an online assessment. The master's level courses' application portion will be reviewed by peers and industry experts in their chosen field.

Participants who attend the training will have two attempts at the Customer 1st (FL-M1) assessment. Participants who wish to forgo the training and jump straight to the assessment may do so but must first buy a code and will only have one attempt as opposed to two for people taking the training. You can buy a code below by clicking 'Take Assessment.'

Objectives of Course

This course is designed to introduce participants to the different types of customers within any organization/institution. Different perspectives on customers and customer values are presented along with exercises to help participants identify their customer's persona. Upon completion of this course, participants will have a better understanding of the following concepts:

- What is a Customer
- Types of Customers

Customer First (FL-M1)

- What is Value
- Whose Value
- Measuring Value
- The Typology of Consumer Value
- Customer Identification Techniques
- Customer Persona

Outline of Course

- Introductions
- Overview (TFS, Customer 1st, Flow Thinking)
- What is a customer
- What are the different types of customers
- Internal -vs- external customers
- What is Value
- How to quantify value
- The typology of Consumer Value
- Identify Customers
- Develop a customer persona

The Flow System Advanced Accreditation

Participants completing the Foundations (FS-1) training (in-person) or the Foundations (FS-1) course (online), or those who wish to only take the Foundations accreditation exam without participating in training or an online course, can take the exam at any time. Participants who complete training (face-to-face or online) will have two attempts at the exam. Participants who wish to forgo any training may do so and pay to take the exam. Participants who skip any training will have one chance to pass the exam. Upon passing the Foundations Exam, participants will receive a Certification of Completion for The Flow System Foundations Course. Once a Certification of Completion for The Flow System Foundations Course has been obtained, participants can continue to any of the Advanced Courses (see Figure 1). The Flow System Training Map can be found in Figure 1 provided below.

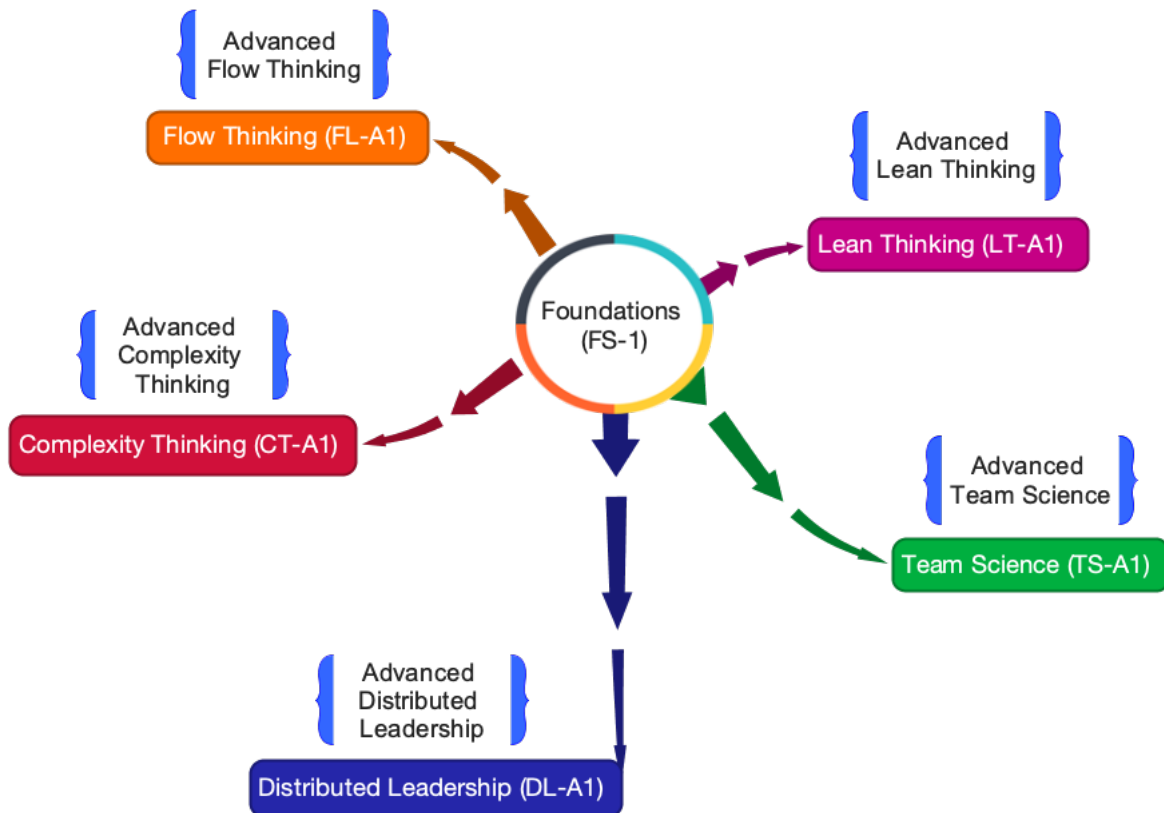


Figure 1: The Flow System Foundations and Advanced Courses

The Flow System Masters Accreditation

There are a total of five master level accreditations to choose from, one to accompany each advanced course. Once the foundations course (FS-1) and the selected advanced course has been successfully completed and the accreditation exam passed, participants can continue to take courses at the master level within the chosen advance track. Participants can only continue to the master level courses after achieving the appropriate advanced accreditation. For example, before taking any of the flow thinking master level courses (FT-M1 through FT-M5), the foundations (FS-1) and flow thinking advanced (FT-A1) courses must first be successfully completed.

The master level courses for the Flow Thinking track include the following courses:

- Customer 1st (FL-M1)
- Scrum the Toyota Way (FL-M2)
- Scaling Agility (FL-M3)
- Visualization and Mapping (FL-M4)
- Advanced Flow Metrics (FL-M5)

A master level accreditation in Flow Thinking will include the following path:

1. Mastery Complexity Thinking Accreditation
 - a. Accredited in the Foundations (FS-1) course
 - b. Accredited in the Flow Thinking (FL-A1) Advanced course
 - c. Successful completion of all 5 Mastery Flow Thinking courses
 - i. Customer 1st (FL-M1)
 - ii. Scrum the Toyota Way (FL-M2)
 - iii. Scaling Agility (FL-M3)
 - iv. Visualization and Mapping (FL-M4)
 - v. Advanced Flow Metrics (FL-M5)
 - d. Pass Mastery Lean Thinking Accreditation Exam

Courses	Course Completion & Exam	Accreditation
Foundations Course		Foundations Accreditation
Advanced Course Flow Thinking		Advanced Flow Thinking Accreditation
Mastery Flow Courses FL-M1 + FL-M2 + FL-M3 + FL-M4 + FL-M5	 	Mastery Flow Thinking Accreditation

Trainers

The Flow System Foundations Course (in-person) will be administered by the co-creators of The Flow System and/or by certified TFS trainers. The online courses will only be administered and monitored by the co-creators of The Flow System. All trainers are considered experts in their field of practice/study and have a command of the materials that are presented in The Flow System Foundations Course.

Recommended Readings

The Flow System Reading Materials include 1) *The Flow System: The Evolution of Agile and Lean Thinking in an Age of Complexity*; 2) *The Flow System Guide*; and 3) *The Flow System: Key Principles and Attributes*.

- 1) *The Flow System: The Evolution of Agile and Lean Thinking in an Age of Complexity*

Available from Amazon.

Hardback:

<https://amzn.com/1680400584/>

Kindle:

<https://amzn.com/B08NXPGMSC/>

- 2) *The Flow System Guide*

Available online (free)

<https://flowguides.org/index.php>

Amazon book (print-to-order)

<https://amzn.com/B085KN39FP>

Amazon Kindle Format

<https://amzn.com/B085PQFXFN/>

- 3) *The Flow System: Key Principles and Attributes*

Amazon book (print-to-order)

<https://amzn.com/B085DQB92N/>

Amazon Kindle Format

<https://amzn.com/B085DHFNMT/>