



Driving CX Through EX: Leveraging Your Best Experience Drivers (Your People)

Kieran Layton

HR Product Development Manager
McDonald's

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Driving CX Through EX

Leveraging your best experience drivers



(your people!)



Kieran Layton

Current role: HR Product Manager at McDonald's

Experience enthusiast with a thing for giant global brands

Bookworm, cinephile, wanderlust victim, fitness junkie, social butterfly, blossoming triathlete

Proud dog step-dad





**Use one of your favorite
experience toys to map
the employee journey.**

[illegible]



Get ready to integrate, connect the dots, synergize, leverage....it takes a village!



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kieran.layton@us.mcd.com

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