

# Journey management ceremonies: driving customer-centric alignment

## What are journey management ceremonies?

Journey management ceremonies are structured, recurring sessions that help teams collaborate, align, and take action on customer journeys. They ensure journey management is an ongoing practice, not a one-time effort, by bringing together cross-functional teams to review insights, track progress, and make data-driven decisions.

## Why incorporate ceremonies?

- ◆ **Keeps the focus on journeys**  
Helps teams integrate journey thinking into daily work, fostering a customer-centric mindset.
- ◆ **Enhances alignment**  
Creates structured interactions between journey experts, product teams, and stakeholders to drive collaboration.
- ◆ **Improves adaptability**  
Enables teams to evaluate performance, identify opportunities, and stay agile.



## The 10 essential journey ceremonies

### 1. Goal setting

(annually or bi-annually, with quarterly follow-ups)

Ensure alignment between strategic goals and customer-centric initiatives, creating a foundation for prioritizing journeys, metrics, opportunities, and solutions.

### 2. Goal progress check-in

(monthly or as required by stakeholders)

Ensure progress on goals, maintain accountability, and address challenges.

### 3. Journey workshop

(ad hoc, when starting new projects or goals)

Collaborative mapping session on individual experience of specific interaction to align perspectives, foster understanding and gain buy-in from opportunity owners.

### 4. Journey check-in

(regularly as journeys evolve)

Update and align existing journeys, fostering alignment and buy-in.

### 5. Journey retrospective

(bi-weekly or monthly)

Reflect on processes and identify improvements.

### 6. Insights synthesis

(as needed for new projects or regular updates)

Convert raw data into actionable insights.

### 7. Opportunity prioritization

(aligned with current roadmap planning rhythms, such as Agile PI planning)

Strategically align and prioritize key opportunities across multiple journeys.

### 8. Solution prioritization

(aligned with current roadmap planning rhythms, such as Agile PI planning)

Align on prioritizing solutions across multiple journeys.

### 9. Metrics check-in

(monthly or quarterly, depending on monitoring needs)

Update existing metrics and establish links to delivered solutions.

### 10. Admin retrospective

(end of each iteration in the Triple Diamond workflow, depending on the speed of the Journey Management rollout (e.g., quarterly))

Evaluate and improve administrative practices related to hierarchy, taxonomy, scoring methods, and general journey management.