

PRESENTING CXGRIT

MONDAY MANTRA
27 OCT 2025

Meaning & Definition

CXGRIT elegantly fuses
two powerful ideas:

CX → Customer Experience
— empathy, care, service
excellence, and design
thinking.

GRIT → Passion and
perseverance for long-term
goals — coined popular by
Angela Duckworth to mean
*courage, resolve, and
character strength.*

Why CXGRIT?

That's a **brilliant fusion of emotional intelligence (CX) and mental toughness (Grit)** — perfect for internal metrics, leadership values, or even a branded program.

Together, **CXGRIT** suggests:

“The strength of character, discipline, and resilience an individual or team demonstrates in delivering outstanding customer experiences.”

CXGRIT IS ON YOUR PERFORMANCE REPORT...NOW

Use Case

Possible Interpretations / Use Cases

CX Culture Metric

Training / Framework Name

Award / Recognition

Consulting Product


Description

“We evaluate every associate’s CXGRIT score — a measure of how deeply they care about the customer and persist in solving challenges.”

“The CXGRIT Framework™ helps teams cultivate empathy, consistency, and accountability in every customer touchpoint.”

“CXGRIT Champion of the Quarter” – celebrating people who show resilience and customer obsession.

Could even be a diagnostic tool to assess CX maturity: “The CXGRIT Index.”



CXGRIT — The
Measure of
Character in
Customer
Experience.

