



What 10 Years of Building Taught Me About The Work, The People, and Myself

BY LAUREN FEEHRER

Today, LoyaltyCraft turns ten.
That sentence still surprises me.
This isn't a victory lap.
It's a thank you note.

To my clients across 77 organizations.

You took a risk.
Some of you hired me when LoyaltyCraft was brand new.
Others brought me in during moments that mattered.
Organizational change. Leadership turnover. Cultural resets.
Growth spurts. And yes, an actual pandemic.
Across 37 industries in 14 sectors that touch how we live,
work, heal, and build.
Across years of trust.
Across moments where customer experience was not yet
fashionable or funded.
You trusted me with your customers, your employees, your
leaders, and your reputations.
You fed my family. Literally.
And you challenged my thinking constantly.
I am deeply grateful.



To My Partners

The ones who co-designed.
Co-facilitated.
Co-created.
Co-presented.
And sometimes co-survived long travel days, late nights, and messy whiteboards.

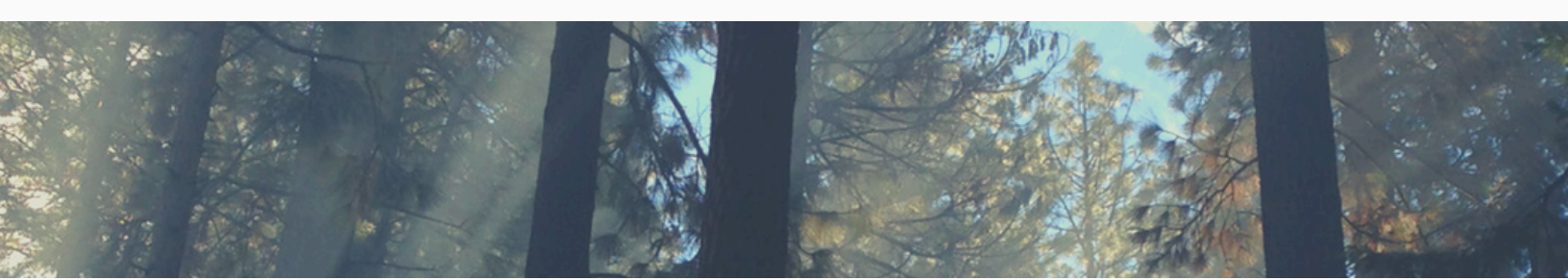
We built frameworks together. Delivered programs together. Stood on stages together. Learned when to lean in and when to walk away.



Partnerships matter.
The right partnerships matter more.

"Fight for the things that you care about, but do it in a way that will lead others to join you." - RBG





To My Professional Community

And especially the Customer Experience Professionals Association (CXPA).

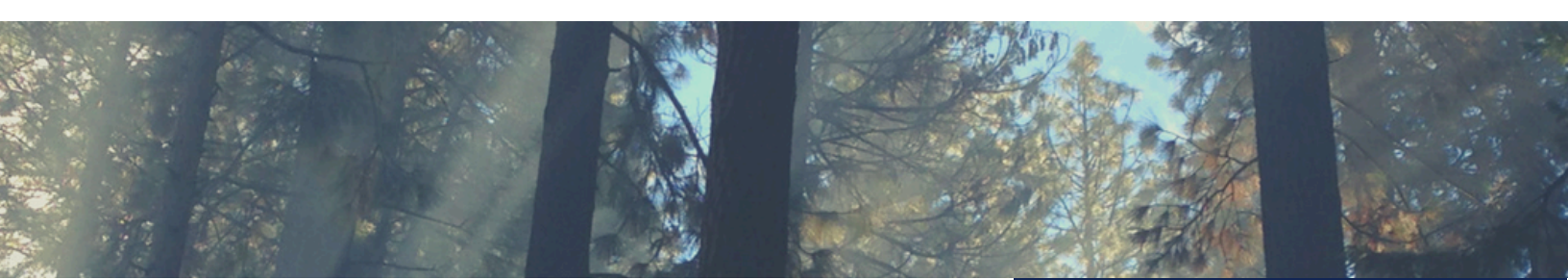


Thank you for the CCXP designation.
For the rigor behind it.
For raising the bar for what it means to be a customer experience professional.

Thank you for the community.
For connecting people who care deeply about doing this work well.
For reminding us that none of us are building in isolation.

And thank you for the global perspective.
For pushing the field forward.
For challenging us to think bigger, act with intention, and hold ourselves to higher standards.

This work is better because of you.



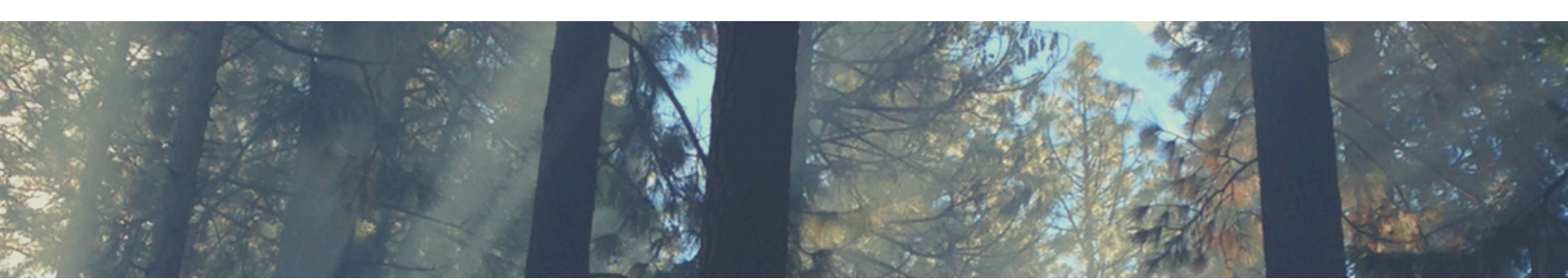
To My Advisors and Mentors

The formal board.
And my informal Mount Rushmore.

The people who tell me the truth when I need it.
Who remind me who I am when I forget.
Who help me zoom out when I am stuck in the weeds.

I would not be here without your honesty, your
perspective, and your belief in me.





To My Family

This business grew up alongside our kids.
They were two and four when LoyaltyCraft started.
Now they are teenagers and part of the business.
They load my tackle box before workshops.
Sort materials.
Prep folders.
Ask better questions than most adults.

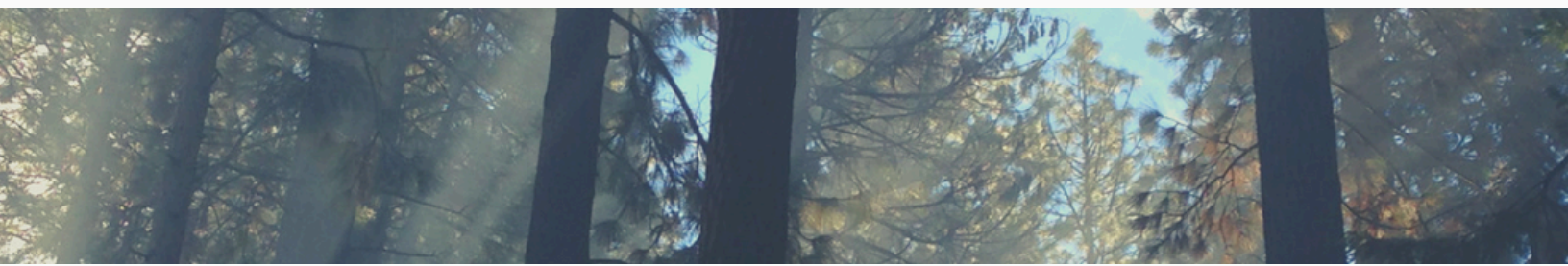


We moved from California to Colorado to North Carolina.
We pandemic-ed in a 26-foot camper in National Parks,
juggling remote school and client Zooms.
That season only worked because clients trusted me.
And because my family trusted us.

My husband encouraged the leap when it was scary.
He walked dogs with me while I talked through
problems out loud.
And last year, he launched and now runs our family
franchise, leaving his corporate job behind.

None of this happened without courage.
Or belief.
Or hard work.
Or luck.





10 Lessons from 10 Years of Entrepreneurship

I have been consulting for 26 years.
LoyaltyCraft marks ten of them as an entrepreneur.
Here is what stands out.

1/ You may be a solopreneur, but you do not have to go it alone.

Family. Advisors. Mentors. Ask for help sooner.

2/ Partnerships are critical, and you must be critical about them.

Align on how you work. How you treat clients. How you make decisions.
And when it is wrong, walk away. Actually, run.

3/ Your clients feed you. But they are not always right. Curiosity and courage are part of the job. Strong, thoughtful feedback is why you are hired. Be humble. There is usually someone inside the company who has been saying the same thing long before you arrived.

4/ Early on, you will say yes to almost everything. That is normal.
Over time, **learning when to say no brings clarity.**
It opens the door to work that aligns with your values.

5/ Burnout is not a badge of honor.

If the business only works when you are exhausted, something is wrong.
Sustainability is a design choice, built through systems that protect energy, time, and focus.





6/ You will have seasons.

What energizes you will change.
So will what drains you. Pay attention.

7/ Attention over activity. The work rarely moves forward in the moments you expect. Meaningful change happens long after the workshop, when the flywheel starts to turn.

8/ You don't need to be everywhere to matter.

Early visibility feels like survival. But you're not running a business for likes.
Test channels. Follow what resonates. Drill where you find oil.
Discernment becomes the advantage.

9/ Your business will change you. Let it.

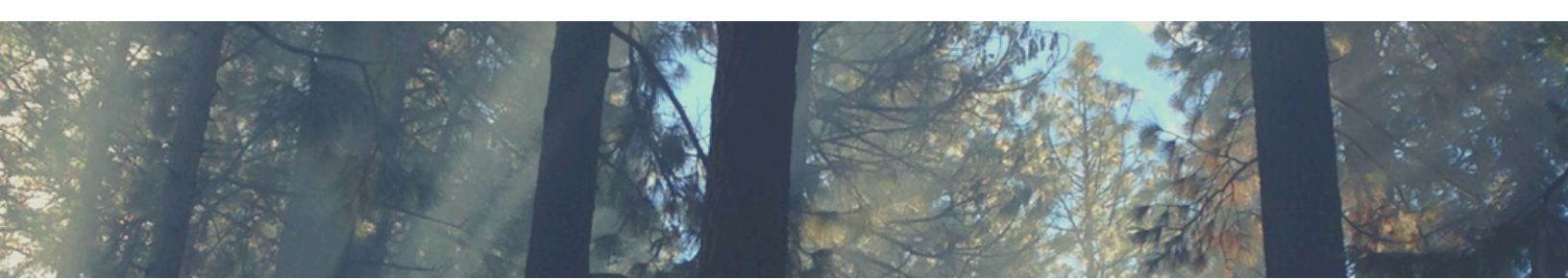
You will outgrow versions of yourself that once kept you safe. That discomfort is growth.

10/ Know your worth.

Fear shows up in many disguises. Sales. Stability. Imposter syndrome.
If it is a skill gap, close it. The learning never ends.
If it's a lie, burn it up.

You are good enough.
You are worthy.
And if you need entrepreneur therapy, call me.





What Comes Next

Later this year, my book will be published. “CX in the Wild” is a field guide written for leaders and practitioners who are navigating real organizations with real constraints. I wrote it the same way I work with clients, as if we’re sitting across from each other, having an honest conversation over a beer. It asks the questions that actually move the work forward.



Teaching will also become a bigger part of the next chapter. My goal is to bring customer experience programs into universities, helping students understand what this work really looks like before they enter the profession. If we want a stronger CX profession, we need to be more intentional about how we develop talent and balance supply and demand with people who are ready for the work, not just the title.



What Comes Next

This is my 171st article of ExperienceCraft. Writing has always been part of how I work. It is a way to reflect, to share what works, and to make the work more accessible to others navigating similar challenges.

Some of the pieces you have engaged with most over the years include:

- [Why You Need a Chief Experience Officer \(CXO\)](#)
- [Stop Chasing, Start Listening: Overhauling VOC Programs for Lasting Customer Engagement](#)
- [The CX Department: You're Looking At It](#)

The writing will continue.

The consulting will also continue. I am always looking to work with organizations that are serious about transformation and willing to stay with the work long enough for it to matter. Especially in industries that touch our health, our pets, our finances, and the places we live and work. The work I am drawn to is practical, human, and grounded in trust. If you need some help, please reach out.

Oh, and I would be remiss if I didn't thank 3M, for the thousands of sticky notes that led to innovation and change. And to Marriott, which has quietly hosted a surprising portion of my working life.

Here's to what we build next.

