

THIS IS

KAOSPILOT

EXPERIENCE DESIGN

DESIGN MEANINGFUL
EXPERIENCES THAT
DRIVE ENGAGEMENT
WITH YOUR CUSTOMERS

KAOSPILOT
PROFESSIONAL PROGRAMS





**“An experience
renaissance is afoot –
one that is galvanizing
companies to push beyond
the CX philosophy
and organize the whole
business around the
delivery of exceptional
experiences.”**

BACKGROUND

The boundary between digital and analogue is blurring, change is accelerating and the need for experience design leaders is growing. To bring an experience centric view that enables real change in customer and employee experiences requires leadership and creativity. Tomorrow's consumer not only expects meaningful experiences on digital platforms, but also physical experiences that heighten engagement and spark connection on a much deeper level than previously seen.

The rise of experience the experience economy is a shift that was already forecasted to happen back in 1998 in the Harvard Business Review article "Welcome to the Experience Economy". The shift towards experiences is, however, part of a bigger shift in society. A shift where we as customers and employees value experiences over objects. This training is a condensed and immersion (learning experience. It aims to open doors

that were once closed, and leave those door open. According to Robert Kegan, becoming an adult isn't about learning new things, adding things to the 'container' of the mind. It's about changing the way we know and understand the world, adding new meaning making lens that evolve and add depth way we experience everything. You will learn powerful tools, but also mindsets that will empower and differentiate you and and your team.

Ultimately, the importance for designers to adapt to this shift is huge, and the market for their services even bigger.

KAOSPILOT EXPERIENCE DESIGN

This program will help you lead, design and implement experiences that will set you apart in your ability to enable people and relationships to grow - transforming the way people see the world.

Whether you are working with experience design in relation to end-users or employees, our holistic framework will enable you to create meaningful experiences with purpose that changes the way people think, feel and act.

You will work together with a group of likeminded peers and enter a learning experience to learn, apply, and practice the foundations of experience design. The program provides you with the toolbox and the space to practice how to design meaningful experiences that create value, engagement and transformation.



**“Meaning is the
deepest connection
that you can make with
your audience/user/
customer.”**

- Nathan Shedroff



THIS IS FOR YOU IF YOU ARE READY TO...

- **EXPLORE** how experience design methods can level up your offerings to customers and or participants in trainings you lead.
- **DEVELOP** professionally and harness the power of an experience design approach to creating transformative learning experiences.
- **ACHIEVE** a new and bold perspective on your work, that will challenge you and give you a methodology to structure your practice.

SELECTED ORGANISATIONS WITH
ALUMNI FROM THE PROGRAM:



Google



HYPER
ISLAND

IKEA



skype





**LEADING
TEAMS
RESPONSIBLE
FOR CREATING
EXCEPTIONAL
EXPERIENCES**



**LEARNING
OR TRAINING
EXPERIENCE
DESIGN**



**CREATIVE
EVENTS
AND
GATHERINGS**



**EMPLOYEE
EXPERIENCE
DESIGN**



**STRATEGIC
INNOVATION
AND BUSINESS
DESIGN TO
DELIVER BETTER
CUSTOMER
EXPERIENCES**

**FOR
PLANNING
AND
ANALYZING
EXPERIENCES
WITH THEIR
TEAM OR
CLIENTS**

PARTICIPANT TESTIMONIALS



I came to this course with an idea of how to use culture & experiences as a driver of integration between all the parts and people of the company I am a part of running. I left with a fantastic experience concept, and now I am back in São Paulo making it a reality with my Brazilian team. ...in short: a life changing experience!

- Luisa Bernardes Martini

If you have a feeling there's more to your specialist field of design than meets the eye. Or an itch there's a gap in your knowledge, then I suggest you take a look at this course - It could turn you into an experience design superhero.



- Tim Hoad, IKEA



These Kaospilot guy's gave me new glasses to look at the world. It will never be the same.

- Michael van Loenen, CEO YouBeDo

PROGRAM HIGHLIGHTS

During the three-day program you will be working with real-world challenges that you or your peers bring to the course. The challenges will be solved using the KAOSPILOT Experience Design Model and the 5E Model. Theories are immediately translated into hands-on exercises to ensure practical understanding of everything you have learnt.



FIND LEVERAGE

Dig deep!

Systems mapping to find the underlying challenges, finding leverage points and defining an experience vision.

#digdeeper
#systems
#leveragepoints
#empathy
#beliefs
#research
#curiosity



CREATE ENGAGEMENT

Move people!

Personal purpose, aim for emotions, and communication that builds relations. Engagement follows emotion.

#movepeople
#engagement
#emotions
#buildrelationships
#communication
#motivation
#narrative



DRIVE IMPACT

Do something!

Prototyping, testing action, learning, metrics/evaluation on the job

#dosomething
#meetcustomers
#dontguess
#testing
#prototype
#measure

THESE SUBJECTS WILL BE COVERED DURING THE THREE DAYS:

Meaningful Experience Design

Learn how to plan and execute experiences that engage your team and audience.

Purpose Driven Development

Learn to lead your teams to work faster and create more impact by using purpose as a guiding organizing principal in the experience you create.

Lean Design Approach

Learn to get tangible feedback fast, test your assumptions and make your experiences greater.

LEARNING OUTCOMES

UP-FRONT LEARNING OUTCOMES

- YOU GET A MODERN TOOLBOX WITH EXPERIENCE DESIGN METHODS.
- YOU DESIGN MINDSETS TO CREATE ENGAGING EXPERIENCES AND BUILD RELATIONSHIPS WITH YOUR AUDIENCE.
- YOU LEARN WHY EXPERIENCE DESIGN IS AN EFFECTIVE TOOL TO HELP YOU NAVIGATE THROUGH COMPLEXITY WITH PURPOSE AND CLARITY, BY FOCUSING ON THE PEOPLE YOUR ORGANISATION SERVES.
- YOU BECOME A MORE CONFIDENT AND EFFECTIVE LEADER BY LEARNING THE LANGUAGE OF EXPERIENCE DESIGN.
- YOU DEVELOP THE SKILLS YOU NEED AS A DESIGNER TO MAKE GOOD, STRATEGIC DECISIONS.



BONUS LEARNINGS

- EXPERIENTIAL FACILITATION METHODS
- ACTION COMPETENCY - CONFIDENCE TO TAKE ACTION

GET THE TOOLS

GET A TOOLBOX FILLED WITH FACILITATION METHODS AND DESIGN MINDSETS TO CREATE ENGAGING EXPERIENCES THAT ARE AUTHENTIC, AND MEANINGFULLY BUILD RELATIONSHIPS TO YOUR AUDIENCE.



NAVIGATE COMPLEXITY

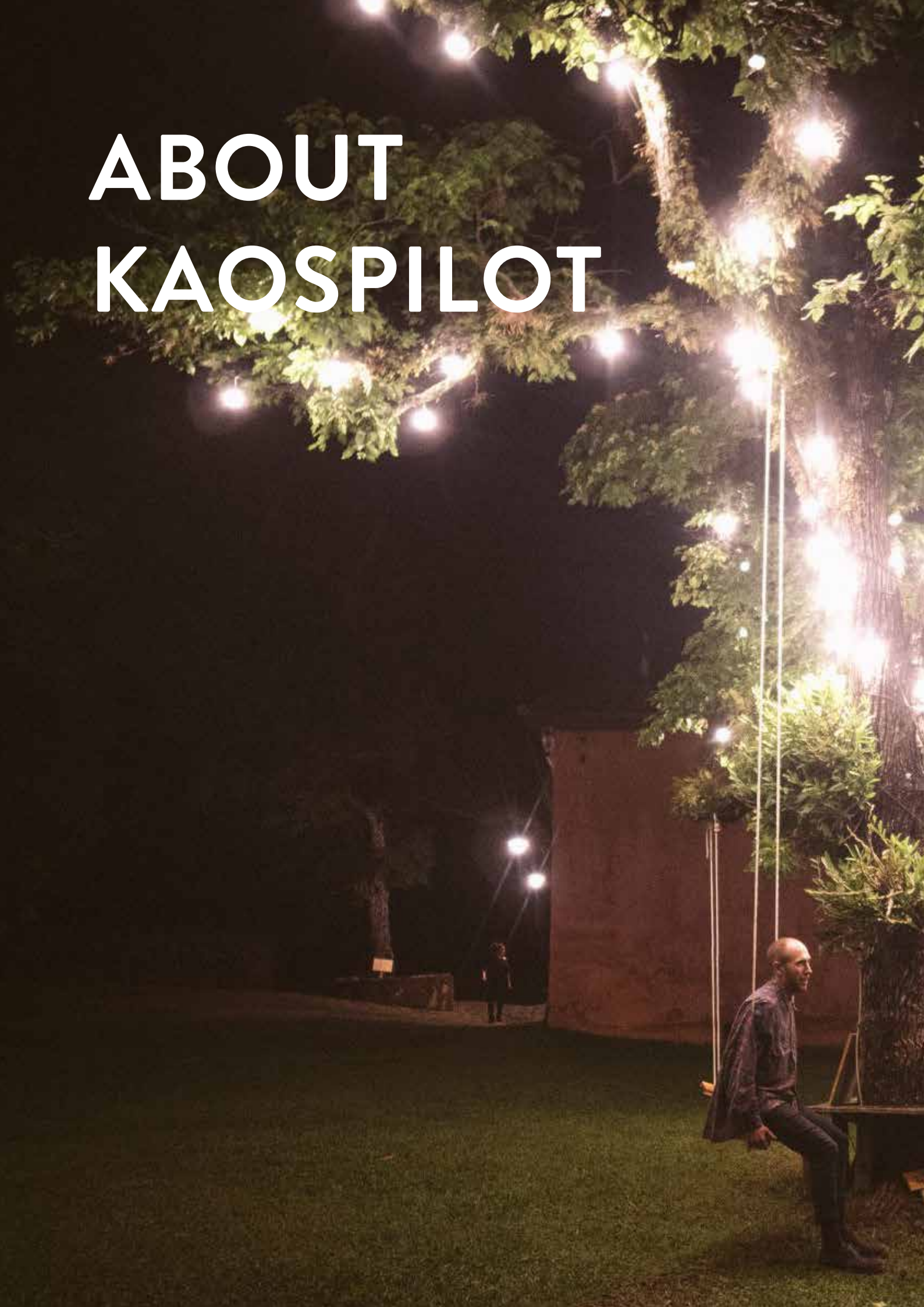
Learn why experience design is an effective lens to help you navigate through complexity with purpose and clarity, by focusing on the experience of people your organizations serves.



LEAD THE CHANGE

Become a more confident and effective leader and facilitator, through learning the language, mindsets of experience design. Develop the skills that you need as a designer to make good strategic decisions.

ABOUT KAOSPILOT





ince 1991, KAOSPILOT has helped train creative leaders to work fast, collaboratively and with purpose. KAOSPILOT is an internationally renowned business and design school that specializes in designing and delivering impact-driven education. Our training programs are not designed simply to shape emergent leaders for the future, but to help them create it.

We focus on people's potential to develop and to achieve – to use their creativity and set direction, and create the setting which allows them to navigate the uncertainty that follows. We guide leaders and potential change-makers to develop the knowledge, skills, attitudes and competencies they need to fulfill their values and visions. We build the frameworks that support leaders to become creative leaders. Over the years, KAOSPILOT has worked with hundreds of organizations worldwide – from Greenland to South Africa.

