

1: Inspiration

There has been a fundamental change from the industrial economy to the innovation economy. Central in the first term will be the understanding of the changing societal reality and the strategic consequences for individual companies and organisations of what is also called the creative economy. Using Appreciative Inquiry (AI) we will analyse a company's DNA and translate 'transaction thinking' into 'transformation thinking'. Based on experience research we will start with the creation of new meaning.

Output: appreciative diagnosis

New consumer
Understanding consumers who have changed more than the organisations on which they depend.

New research
A new economy asks for new qualitative research in general and experience research in particular.

New perspective
How to create meaning and how to use the latest creative techniques and design methodology to get grip on the company's DNA?

New creativity
How to make a company creative and how to manage creativity for lasting results?

New context
How to deal strategically with the increasing speed of changes in society?

Strategic Innovation

New concept
Instruments to control the design tools and legal aspects of the experience concept.

2: Creation

The focus of this term will be on imagination and meaning, sense-making and sense-giving, creativity and design, generative metaphor and high concept. In a creative process the company's DNA will be translated into a high-involvement experience concept. Knowledge and understanding of the creative process and management of creativity will be essential in this phase.

Output: experience concept

4: Organisation

The ongoing process of interaction with the new experience concept calls for new ways of organisation. In the final term we will learn how to manage crucial elements like leadership, individual qualities and communication in an open-minded and non-hierarchical way. Only good organisation leads to future success.

Output: organisation model

New organisation
The secret to future success is found in a perfect organisation of the business from the experience perspective.

Organisation Transformation

New business model
The experience concept is translated into a new business model which has to be implemented while conventional business is going on.

New business
How to unleash all energy and achieve economic goals.

New leadership
What is the best way to 'lead' the new experience and new situation? The experience asks for people with a different mentality.

New touchpoints
Building the experience supply network, constructing the right instruments and designing the touchpoints and new services.

New technology
Why are new technologies important in the design of a new experience platform and how do we integrate them in an Imagineering-concept?

3: Exploration

If we understand why and how to develop a new experience concept the focus changes to the transformation of an organisation. In the third term we will learn how to design a platform based on the new situation. An original business model will be created which will focus on new products, services, technology, logistics and network.

Output: experiential platform