

A certified experience
strategy workshop
for companies:
AN OFFER

dr Aga Szóstek



Certified workshop for designing an experience strategy

A unique programme for effective building an experience strategy i.e. building product and brand value through unique experiences.

- You will work on your own topics.
- You will gain practical knowledge and tools for building experience strategies and creating visions for innovative products and solutions
- You will go beyond the Net Promoter Score (NPS) in measuring the effectiveness of experiences and create metrics that will convince decision-makers why experiences are an important competitive advantage today
- The exercises and joint discussion will help you to face your challenges in the area of experience design

All the knowledge transferred has been implemented in many organisations around Europe and is described in the book “The Umami Strategy”. The structure of the workshop is inspired by Seth Godin’s altMBA workshop.

Duration and group size

There are two options to run the workshop:

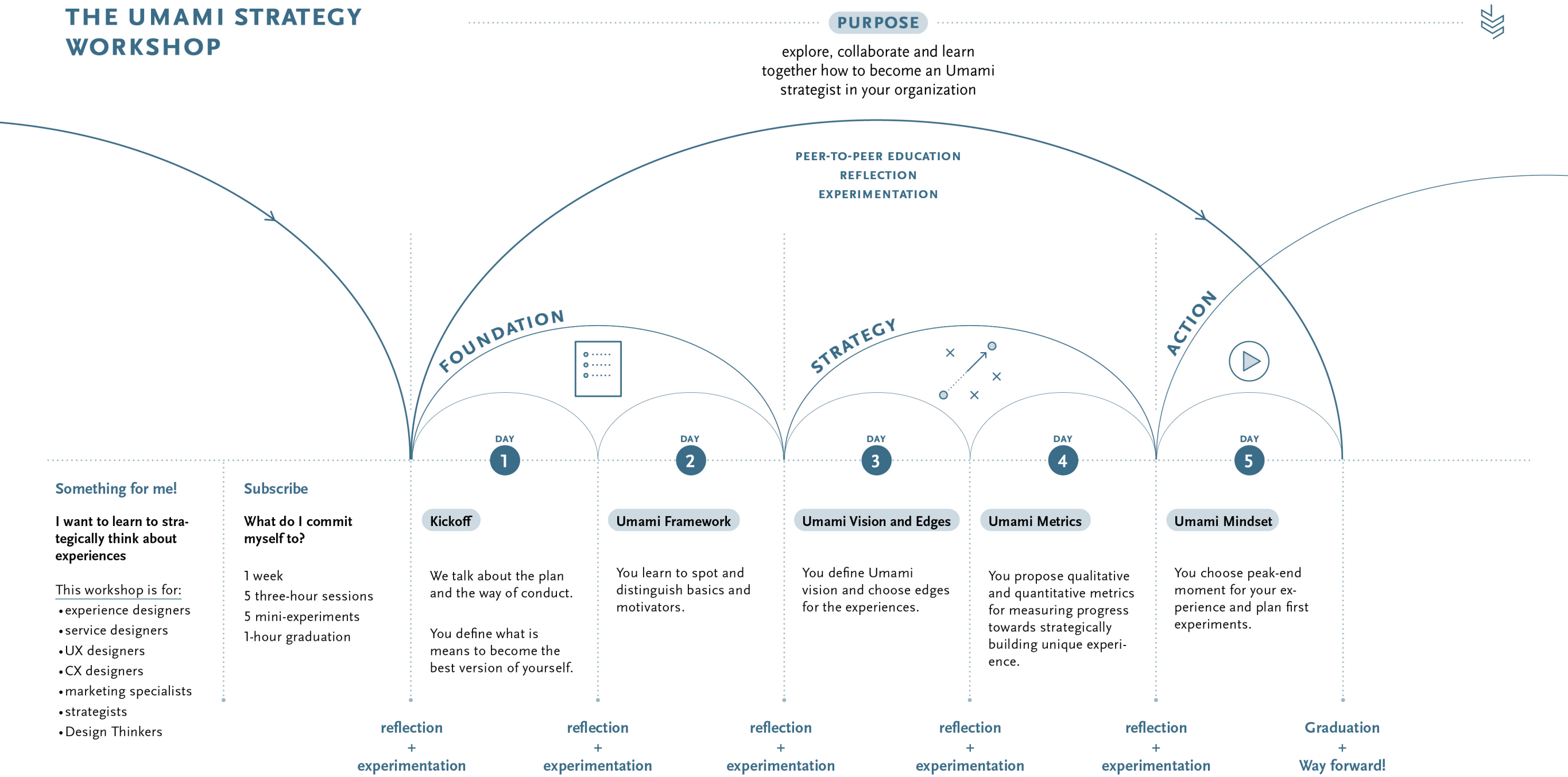
- remotely for five days (3 hours a day)
- physically for two full days

A maximum of 14 people can take part in an online workshop.

A maximum of 16 people can take part in an offsite workshop.

Workshop plan

THE UMAMI STRATEGY WORKSHOP



The reviews

HIGHLIGHT: number of interesting conclusions, reflections on new tools and ways of thinking

For anyone who wants to know what experience is and how to build an experience that stands out from hundreds of others, the umami workshop is a must-have. As well as a huge amount of meat from Aga, you can expect intense sessions where every few minutes you'll feel a 'wow' in your head as you discover new approaches and perspectives on your challenges. If you're wondering whether the workshop will be for you. Aga effectively adapts the material to what everyone in the group is working on. Hence, combined with Aga's super atmosphere and countless positive energies, it turned out to be one of the best workshops I have ever been to, and I will remember the whole adventure for a long time to come.

HIGHLIGHT: UMAMI workshop based on the UMAMI philosophy!

A fantastic experience for both newcomers to strategic thinking and experienced experts to it.

HIGHLIGHT: group work

Dear workshop, it was a wonderful first date. I haven't had so much fun in a long time. The time went by so quickly and I would have liked more and more. I learned a lot of incredibly interesting information and anecdotes from you. I felt looked after and listened to. My working life will never be the same again. I feel a lot of power and energy to move forward. I know this is not our last meeting. I want a lot more :)

HIGHLIGHT: real stories told with great enthusiasm

1. Lots of work in small groups (great that you mixed us up and we were with different people each day)
2. Materials we could work on ourselves (the printed ones)
3. You were attentive and often referred to what someone said, what project they had. This is a coaching masterstroke :) + the fact that EVERY project was taken seriously by you (regardless of whether it was professional or personal)

HIGHLIGHT: references to practical application in other organisations

The workshop with Aga is a unique and inspiring event. During this workshop, I had the opportunity to explore the secrets of experience strategy. The high quality of the content, the practical tools, and the interactivity with the other participants is particularly noteworthy.

HIGHLIGHT: micro case study

1. your energy
2. the concept of umami - blows your mind
3. the division of material - not all in one day

About Aga

Author of 'The Umami Strategy' and "Leadership by Design", creator of the Seed Cards tools to support experience designers and researchers in their work, co-host of the Catching The Next Wave podcast, founding partner of the World Experience Organization and co-creator of the Become transformational programme for leaders and change agents.

Drawing on more than 20 years of experience, she works on experience design strategy and leads projects to create innovative solutions using the research through design process. She has worked with Google, Philips Research, Play, Orange, Allegro, IKEA, TYLKO, ING, PZU, Tatra National Park, Silesian Voivodeship Office and other companies and organisations looking for ideas on how to build the emotional value of their brand.

She completed her Master's degree in Interaction Design and then did her PhD in Experience Design at the Department of Industrial Design at Eindhoven University of Technology in the Netherlands and teaches experience design in Poland and abroad.



Cost

Action

Price*, **

Certified umami workshop for a group of 10 people

10 000 euro

* the price quoted are net and might be subject to VAT

** the price does not include possible travel and accommodation costs

if you have any further questions,
please feel free to contact me:

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