



humentum

Experience Design

Humentum is unique in the employment of “Experience Design” in the creation of each of our programs. This unique design process sets us apart from others. So, what is experience design?

“Experience is the best teacher.”

Good judgment is the result of experience. Experience is the result of bad judgment.

Experience is what results from action taken in the real world, and often comes at the risk / expense of errors. Education has traditionally been an effort, in a low risk environment, to prepare us to experience something, but seldom provides the actual experience. Traditional learning venues (instructor-led, self-paced, e-learning) seek to instill knowledge and skills to help us prepare for experience in order to minimize or even eliminate associated risks.

On-the-job training, or “coached experience”, has grown in popularity and use over the years. It, however, has relatively high associated costs and well-known risks, and does not work well in all cases. So, how do we address this apparent conundrum?

Evocable Experience Base

Functioning in the real world requires a daily chain of decisions to be made; how to allocate limited resources, who to involve in important communications, when to initiate key processes, how to most effectively measure progress, etc. These daily decisions are usually made based on some established set of criteria distilled from past experience. Many of the small choices confronting us are made almost out of reflex based on this experience base.

The key component here is the size of our experience base. When we have limited experience, our choices reflect ignorance of inherent risk and may result in erroneous conclusions and poor choices. If experience is not sufficiently poignant that we readily remember it, it will not become a lasting part of the evocable experience base.

Thus, it becomes clear that key to any development activity should be expansion of the recallable experiential base, and a key question asked of any development tool should be “Does it efficiently and effectively expand the experiential base?”

Experience Design

Experience design is a ground-breaking methodology that seeks to effectively and efficiently grow the evocable experience base within the organization. It requires a different way of thinking, a different approach to achieving lasting change. The underlying premise is that the challenge being addressed is one that **requires** experience and not simply knowledge, so instruction of any form, will not be sufficient. The benefit of what experience provides over instruction is the opportunity for **critical thinking** and the



associated consequences. By capturing experience with the initiative an organization increases the efficacy of the deployment of the initiative. This effort is accomplished by targeting 3 different areas with respect to organizational development;

Phase 1 = Experience **Design** (the story / scenarios) – This phase encourages the initiative owners themselves or the associated OD partner to think through the appropriate experience for the targeted population to have. In this phase we work with SMEs to identify best practices as well as implementation hurdles. This phase always results in improved organizational thinking and “experience”.

Phase 2 = Experience **Deployed** (blended learning environment) – This phase is where the simulation is deployed in blended learning situations and is utilized to provide experience and consequences of applied learning (critical thinking). Utilizing simulations with groups allows for experiences of individuals to be shared within the groups or teams.

Phase 3 = Experience **Application / Sharing** (associated job) – This phase is where experience gained in the classroom is applied in the work environment and fosters critical thinking and associated improvements. This can be amplified by encouraging post instructional opportunities for communities to gather and continue the sharing of learning / experience.

Impact Measurement

Because simulations begin with the end in mind, or start with a measurable scorecard, linking simulation experiences with bottom-line impacts becomes much easier and these potential impacts wend their way into the critical thinking process.

Further, linking specific outcomes of experiential programs to job application by use of an Experience Contract does much to drive application.

Benefits of Experience Design

Following is a short list of benefits derived from Experience Design:

- ✓ Sharing of common experiences thru story / scenario design
- ✓ Distillation of best practices thru story / scenario design
- ✓ Multi-sourced experience acquisition thru team-based activities
- ✓ Most poignant experience from mistakes in moderately safe environment