

Exercise – Personal Recollections

The purpose of this exercise is to encourage the participants to reflect on their own understanding of the experience economy by thinking of a situation in which they might have used the tools they are now learning

Working in pairs

Think of a business you have worked with – as a consultant or advisor – where, looking back, one of the business's products or services (or a new product or service) could have been developed for the experience economy.

- Were there any factors which might have hindered the business in developing this idea (awareness, attitude, information)?
- What sort of help might you have been able to provide to the business e.g.
 - Help with coming up with ideas
 - Help with developing n idea
 - Help with taking the idea forward
- Is there any information or assistance you might have needed to help in this way

Capture three key points from your pair discussion for the feedback



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