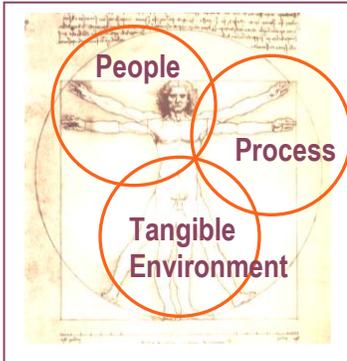


Experience Awareness Tool



The first step towards managing experiences is to understand what makes up an experience. This *Experience Awareness Tool* is designed to help you understand the anatomy of experiences. Experiences are composed of everything that's happening moment-to-moment – both tangible and intangible. This includes what we see, hear, smell, touch or taste; and that information comes from a combination of:

- People (what people do and say),
- Processes (how things work and how information is exchanged), and the
- Tangible sensory environment (colors, shapes, objects, sounds, signage, etc.).

When we are aware, every experience becomes an opportunity to engage with the world differently. Without awareness we wind up doing things mechanically, habitually, repetitively and automatically. Sound familiar?

"The tangible attributes of a product or service have far less influence on consumers' preference than the subconscious sensory elements derived from the total experience."

--Dr. Gerald Zaltman, Co-Author: *How Customers Think*



Neuroscience: The Science behind the Tool

Neuroscience tells us that every second we take in 20 million bits of data through our five senses from everything that surrounds us. 98% of that data is processed unconsciously and our first reaction is always emotional. Emotions always play a key role in our experience. Our rational response doesn't kick in until six seconds after our emotional response.

"Today more so than ever before, customers listen with their eyes to see what a company does rather than with their ears to hear what the company says. Customers feel first, think second - and interactions with a company strongly influence their heart and produce a longer lasting impact than communications directed toward their heads. For example, after a negative experience with a company, 47 percent of consumers admit to swearing or shouting, and 29 percent have gotten a headache, felt their chest tighten, and/or cried."

--Customer Experience Maturity Monitor, © SAS Institute Inc. and Peppers and Rogers Group, USA

Cultivating Awareness – Pay Attention

Awareness is a lot like a phrase we may have heard from parents or teachers when we were younger, awareness is about "paying attention."

Awareness means selectively directing your attention to specific aspects of what's happening around you and being conscious of events, objects or patterns picked up by your senses and the impact those aspects have on how you are feeling.

Outcomes of Awareness

This Tool will increase your awareness of what you are experiencing in a given moment through your senses and feelings. As a result:

- You will never view your experiences the same way again, as you are aware of more of those 20 million bits of data and their impact.
- You will understand why feelings are key as a guide, and as an outcome, of experiences.
- You will gain insight about the interrelationship between all aspects of an experience.
- You will understand these tools work because:

**New perspectives create new beliefs
and the opportunity for new behaviors.**

You're Invited to Explore your Experiences in New Ways

"The brain waits for the body to tell it what transpired."

--Dr. Tony Damásio

Author: *The Feeling of What Happens: Body and Emotion in the Making of Consciousness*

Step 1: Become more aware of the experiences you are having.

- **Have fun.** This is much like an adventure game or a scavenger hunt. As you use this tool, notice how many aspects of your experiences you become aware of and how being more aware influences your perceptions, actions and attitudes.
- **Explore the landscape.** Two to three times a day take a few minutes to explore an experience in more detail, this includes:
 - **People:** Consider what people are saying and doing.
 - **Processes:** Observe the processes you are engaged in to exchange information.
 - **Tangible Sensory Environment:** Identify what you are picking up from the space itself.
- **Tune in.** Use three words to describe how you are feeling in this experience.
- **Map your journey.** Track your insights using the chart below, or just make mental notes. You may find the chart helps to increase your awareness of more aspects of your experiences.

What experience are you having? What are you doing? _____

	People <i>Tip:</i> pay attention to language, facial expressions and hand gestures.	Processes <i>Tip:</i> identify steps, procedures or checklists involved.	Tangible Environment <i>Tip:</i> isolate one sense at a time.	How do you feel? <i>Tip:</i> first identify if you are comfortable or uncomfortable; then dig deeper and describe how you are feeling in three words.
				
				
				
				
				

Step 2: Reflect on what you have learned.

- What did you notice about your experiences that you were not aware of before?
- Were your feelings that resulted from each sense and the people, processes and the tangible sensory environment aspects of the experience consistent?
- Did any of your beliefs or attitudes about the experience change?

Try it out for a few weeks.

Share with others and discuss your observations.