

What is the current situation and idea that situation inspires?

What is the first step in bringing this idea back to camp and how will you accomplish this first step?

By when? What will success look like?

entering behaviour



Before this event:

How would you describe his/her current behaviour?

What are his/her present skills, knowledge level, attitude, connections?

What does he/she say and do?

What is his/her behaviour towards others?

What is his/her attitude in public?

How would you describe his/her appearance?



jobs to be done



What is this stakeholder trying to get done?

A task they are trying to perform, problems they are trying to solve or the needs they are trying to satisfy?.

What is on their to-do list



experience journey



What chronological touch points does he / she experience before, during and after the event?

How does this experience shape the intended behaviour change?

Where can you over deliver against expectation? What are the make or break moments?



promise

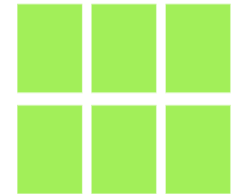


How does this event create value for this stakeholder?

Why should this stakeholder contribute?

How does the event get his/her jobs done?

Does this promise alleviate pains and create gains?



exiting behaviour



As a result of this event:

What new skills, knowledge, attitude and connections has he/she acquired?

What is his/her attitude in public?

How would you describe his/her appearance?

What does he/she say and do differently?



use an empathy map to assess current & desired behaviour:
www.eventmodelgeneration.com/empathymap



instructional design