



The Experience Academy Agenda (2.5 day)

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Day 1 – Deep Dive Learn & Do 9am – 5:30pm

9:00am Start	10 min Do 20min	Faculty / sponsor Introductions Don't give a hoot game Ice breaker – GE understanding (Price leads / All participate)
9:30am	Learn 55min	Customer Service base foundation (Task Mastery) (Howell) Service friction points (Howell) 5 min break
10:00am	Learn 20min	Safety Standards (Wright)
10:20	Do 40min	Frustrations analysis (template) (Howell)
11:00	Learn 60min	Base Culture development – Van Natta 5 min break
12:00	Do 30min	Base Culture developed (template) (Van Natta facilitates)
12:30pm		Lunch
1:30pm	Learn 55min	Setting / ambiance – Van Natta
2:30pm	Do 30min	Customizable setting & ambiance analysis (template) (Van Natta facilitates) 5 min break
3:00pm	Learn 90min	Recruiting & hiring Personality – Price
4:30	Do 45 min	Recruiting plan, orientation (template) (Price facilitates) 5 min break
5:15pm 5:30pm	15min	Q&A (all) Secret shop instructions for evening – Van Natta End

Day 1 Evening Dinner at Andretti's 6pm – 7pm - Discover 7pm – 9pm mini teams of four / secret shop template

Day 2 – Learn & Do 9am – 5:00 pm

9:00am start	5 min Learn 25 min	Hiring Personality – the audition – Price
9:30am	Learn 40 min Do 20 min	Service recovery parameter development – (Howell) Recovery plan and parameters (template) (Howell facilitates)
10:30am	55 min 5min	Review secret shop discovery (all Faculty) 5 min break
11:30am	Learn 30 min	Performance agreement Price
10:30am	Do 25 min	Performance agreement completed (template) (Price facilitates)
12:30pm	60 min	lunch
1:30pm	Learn 30 min	Experience Journey Path Price
2:00pm	Do 60min	Experience Journey path crafted (template)(Price facilitates) 5 min break
3:00pm	30min	Implementing and leadership tactics (Host location guest speaker or Sherry)
3:30pm	Learn & Do 40 min	Identifying your leadership style (Van Natta facilitates) 5 min break
4:15pm	Learn 45 min	Technology plan (Howell facilitates)
5:00	15min	Technology plan (template) (Howell facilitates)
5:15pm	10min	Q&A (all)

Day 2 Evening - Brewery Field Trip (optional)

Day 3 – Advanced Material – 9am-1pm

9:00am Start	Do 30 min	Understanding your personality type – Price Sponsor Ferret -
9:30am	Learn 40 min	Advanced Culture (Van Natta)
10:10am	Do 20 min	Create your Why message (Van Natta facilitates) 5 min break
10:30am	Do 30 min	Live audition sampler activities 5 min break
11:00am	Learn 40min	Training for engagement – Training to habit, productivity – Price Emotional Engagement – Price 5min break
11:45	Learn 30min	Change Management – Van Natta
12:15pm	Learn 30min	Guest feedback and analytics & measurement - Howell
12:45pm 1:00pm	Q&A (all) End	

14 day Follow-up 1pm-3pm Group Zoom (2 hours) (all faculty)