



experience economy

MASTERCLASS HUMANISING BUSINESS

VALUE CREATION
BY EXPERIENCE
SPRING#2025



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THE
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ECONOMY

HUMANISING BUSINESS VALUE

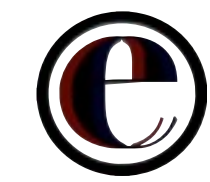
*What we aim for in this course, is to understand and define the concept of experience, and the main drivers for societal change. The ability to use an outside-in perspective, based on a context of stakeholders analysis & value networks. Being able to define shifting paradigms. Furthermore to understand the process of value creation and how to re-think business in the context of meaning and purpose, based on a deep understanding of the psychology of experience and engagement. **Every business & organisation should challenge its purpose & value proposition.***

HUMANISING BUSINESS VALUE

We will organise the 1st online version of a 5 module(1.5 hrs per session) Masterclass Humanising Business Value Creation by Experience course based on the new insights of our new book. This program will give you deep insight and understanding of the concept of Experience, the process of meaning ceation and the impact of Societal Changes & Exponential Innouations on your business and how to manage these necessary changes in your organisation. We will work with our 5 step model of Value Creation & Business transformation;

RELEVANT THEMES

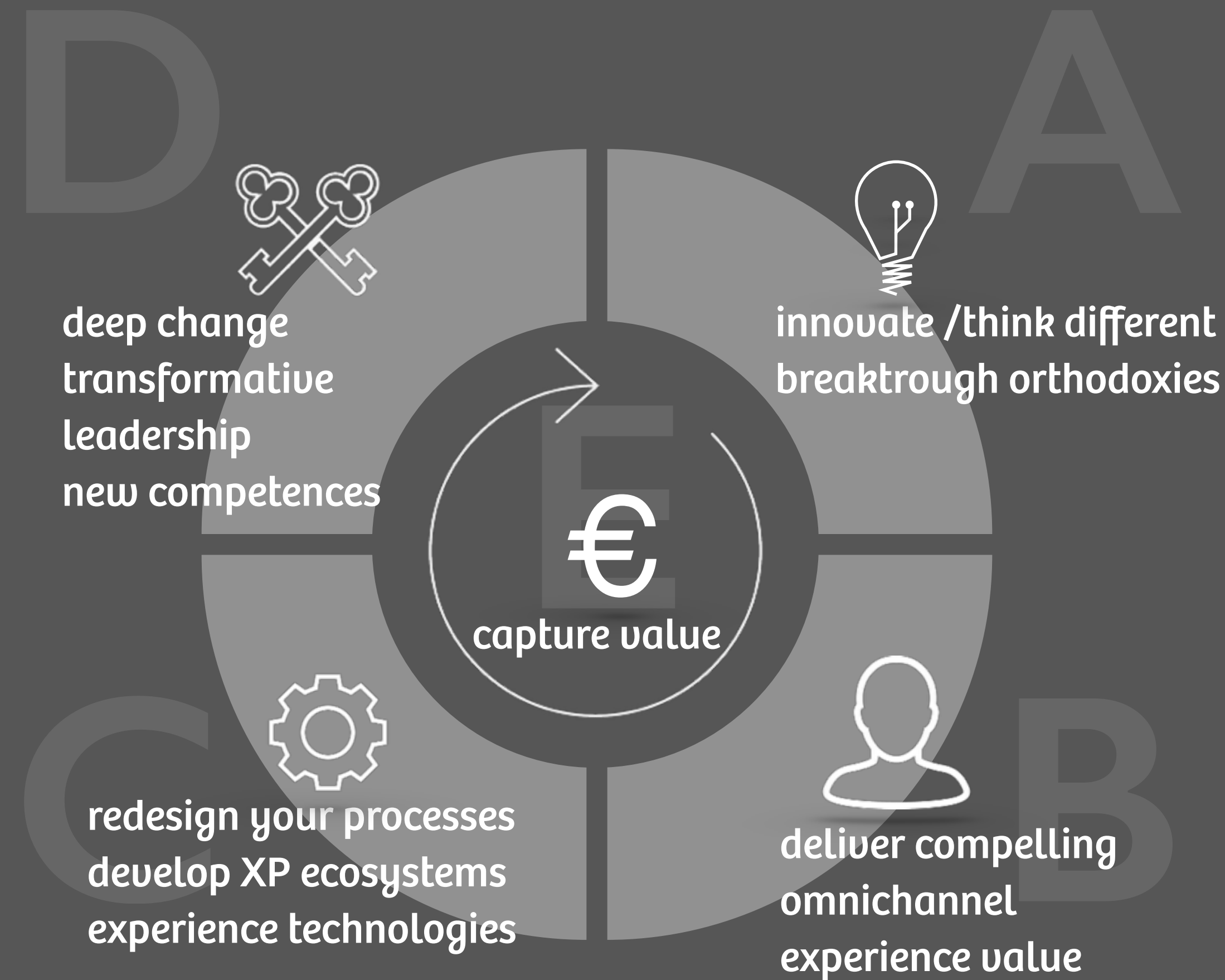
- *The Psychology of Meaning and Experience;*
- *Structural changes in society and exponential innovations;*
- *Experience technologies;*
- *How to create a High Performing Positive Organisation;*
- ***Experience Business model innovation;****In this 5-module program you will meet top guest lecturers like prof. Christiaan Jantzen, Aalborg University about the Meaning of Experience, Pelle Guldborg Hansen(iNudgeyou Roskilde University), Annita Beysen(U-Sentic) others*

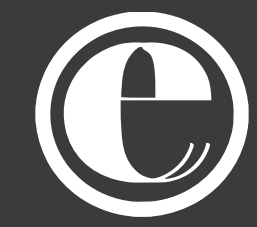


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TRANSFORMING BUSINESS VALUE IN 5 BASIC STEPS

The competing values framework



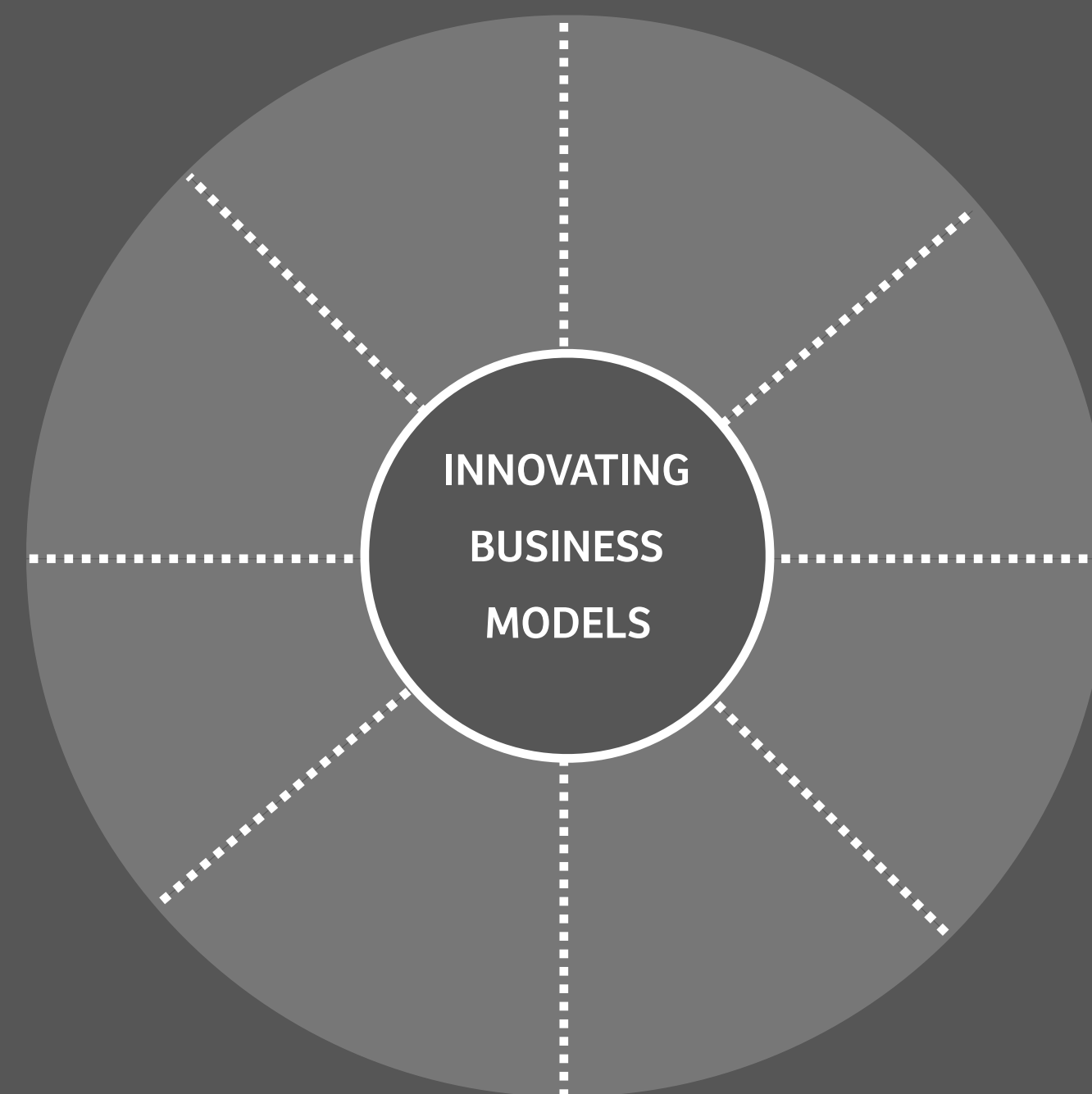


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OVERVIEW OF THE JOURNEY

- 1) HIGH PERFORMING ORGANISATIONS
- 2) FUNDAMENTAL STATE OF LEADERSHIP
- 3) COMPETENCE DEVELOPMENT
- 4) CHANGE MANAGEMENT

- 1) PSYCHOLOGY OF EXPERIENCES
- 2) STRUCTURAL SHIFTS IN SOCIETY
- 3) CASE STUDY



- 1) EXPERIENCE TECHNOLOGIES & PROCESSES
- 2) DEVELOPING THE EXPERIENC ECOSYSTEM

- 1) EXPERIENCE VALUE PROPOSITION
- 2) CO CREATION OF VALUE
- 3) PLACEMAKING STRATEGIES
- 4) INTERACTIVE & USER EXPERIENCE

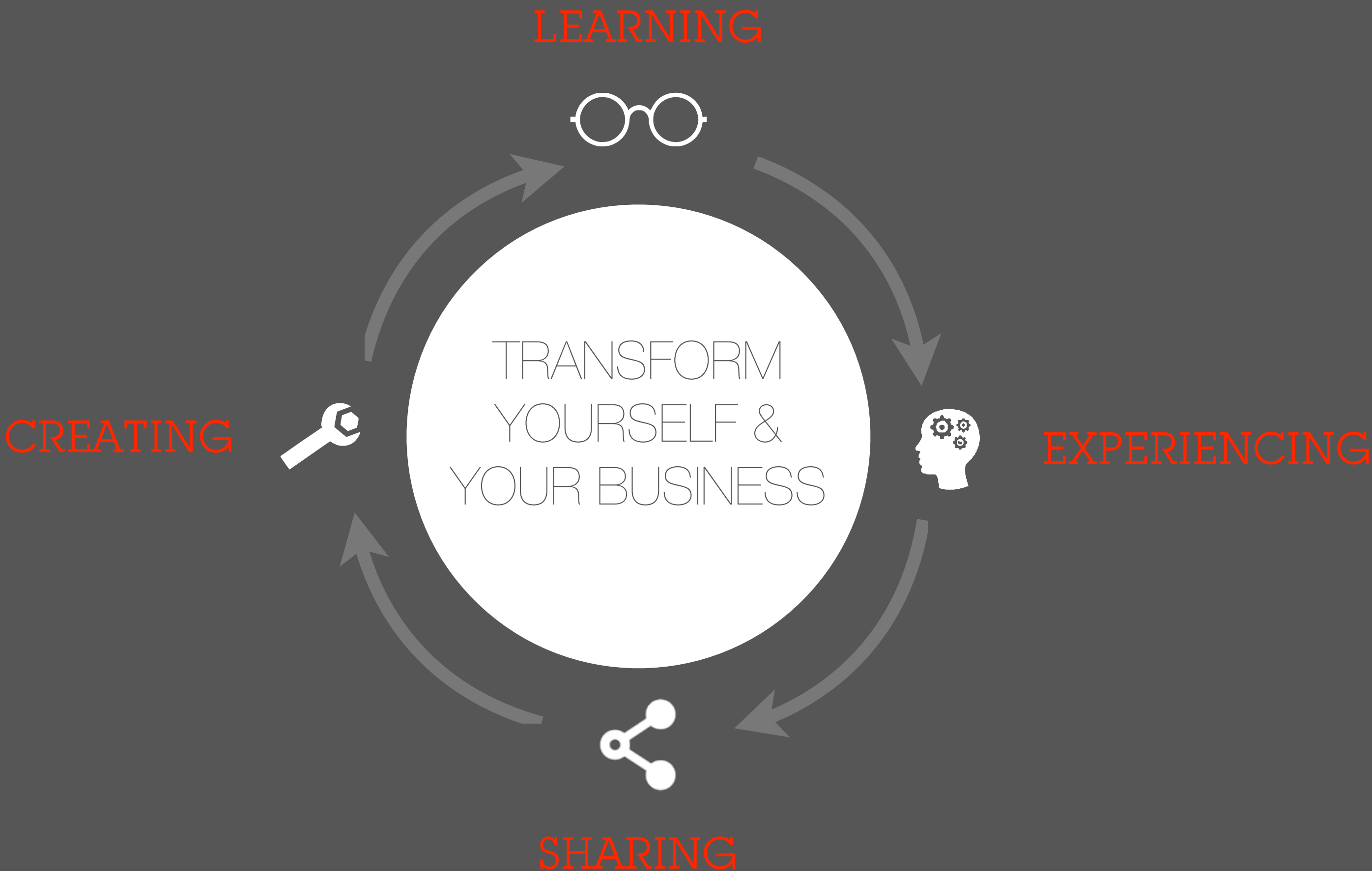


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TRANSFORMATIVE LEARNING JOURNEY

The purpose of this transformative journey is to rethink opportunities in our rapidly changing economic landscape. Strive for the higher purpose, reshape our business value and create meaningful value propositions leading to innovative business models.

PROGRAM MARCH/APRIL 2023



topics	date
> Defining experiences, experiencing & meaning	March17
> Understanding innovation & societal changes	March17
> Transforming business value in 5 steps	March24
> Creating value propositions & digital présence	March24
> Experience technologies&placemaking strategies	April14
> Deep change, creating a high performance org.	April14
> Value capture by business model innovation	April22
> Your business implementationplans & coaching	April22
>	
>	

***30 POINTS NIMA SENIOR MARKETING PROFESSIONAL**

SNAPSHOT OF FACULTY OF INTERNATIONAL LECTURERS

CORE FACULTY



PROF. ED PEELLEN
University of
Amsterdam



STEVEN OLTHOF
European Centre for
Experience Economy



ALBERT BOSWIJK
European Centre for
Experience Economy



ANDRE BOLLAND
European Centre for
Experience Economy

CHOICE OF GUEST LECTURERS



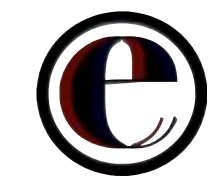
PROF. CHRISTIAN JANTZEN
University of Aalborg Faculty
of Humanities



MARTIJN STEUR
High Traffic Locations
Kinetic Consultancy



PELLE GULDBORG HANSEN
Roskilde University



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UNIQUE BECAUSE

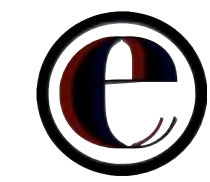
Coaching by 'seasoned' top professionals, and young upcoming talent that will navigate you through the landscapes of contradictions. You will be immersed by thought provoking lectures, group work, your case study, business safaris and personal coaching



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AIMED FOR

*Higher management, business innovation managers,
marketing directors, consultants, policy makers of
governmental institutions, master students & start-ups.
In service innovation, leisure, hospitality, facility, retail &
health care .*



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WHAT THEY SAY

“I visit regularly refreshing courses for professors at Harvard and MIT. This is way way better, more profound, way more relevant content. The selection of speakers is 10x as good, this is really different”

Prof.dr.Juan Serrano Transforma Barcelona

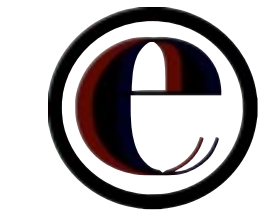
APPLY FOR INTAKE INTERVIEW

The success of this course is for an important part based on the variety and diversity of the group members. If you are interested to participate or need more information please contact us for a personal interview

INVESTMENT & PRACTICAL ISSUES

- *Individual participation; including all learning materials, 5 online sessions of 1.5 hour . e-mail support coaching . Course fee € 295,excl.VAT., excl . book Economy of Meaningful Experiences 5th ed.*
- *Registration as a company & learning partner; Bring in your business challenge and we will discuss how the learning journey will take place by 3 or more participants of your organisation we make you a customised proposal*
- *The classes will take one & half hour active participation. Count for preparations & reading, work on your business case on line ;*
- *Locations ; online*

APPLY FOR INTAKE INTERVIEW



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APPLY TODAY

CONTACT US FOR MORE DETAILS



<https://experience-economy.com>



european center for experience
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albert@experience-economy.com