

COURSEWARE

Experience Management and XLA® Practitioner Courseware

XLA Institute



**Experience Management
and
XLA[®] Practitioner
Courseware**

Colophon

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Publisher about the Courseware

The Courseware was created by experts from the industry who served as the author(s) for this publication. The input for the material is based on existing publications and the experience and expertise of the author(s). The material has been revised by trainers who also have experience working with the material. Close attention was also paid to the key learning points to ensure what needs to be mastered.

The objective of the courseware is to provide maximum support to the trainer and to the student, during his or her training. The material has a modular structure and according to the author(s) has the highest success rate should the student opt for examination. The Courseware is also accredited for this reason, wherever applicable.

In order to satisfy the requirements for accreditation the material must meet certain quality standards. The structure, the use of certain terms, diagrams and references are all part of this accreditation. Additionally, the material must be made available to each student in order to obtain full accreditation. To optimally support the trainer and the participant of the training assignments, practice exams and results are provided with the material.

Direct reference to advised literature is also regularly covered in the sheets so that students can find additional information concerning a particular topic. The decision to leave out notes pages from the Courseware was to encourage students to take notes throughout the material. Although the courseware is complete, the possibility that the trainer deviates from the structure of the sheets or chooses to not refer to all the sheets or commands does exist. The student always has the possibility to cover these topics and go through them on their own time. It is recommended to follow the structure of the courseware and publications for maximum exam preparation.

The courseware and the recommended literature are the perfect combination to learn and understand the theory.

-- Van Haren Publishing

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Topics are (per domain):

IT Management	IT Service Management	FitSM, ISM®, ISO/IEC20000, IT4IT®, ITIL®, VerISM®, SAF, TRIM, XLA®
	Data Management	Data literacy, Data visualization, DMBOK
	IT Asset Management	HAM, ITAM, SAM
	IT Security Management	BIO, ISO/IEC27001, NIS2
	Test Management	CTAP
	Application Management	ASL
	Other	eCF, IT-CMF, Scrum
Project Management	Project Management	Half Double, ICB, ISO/IEC21500, P3.express, PM2, PMBOK Guide, Praxis, PRINCE2
	Agile	Agile, Agile PM
	Other	PMO
Business Management	Operations Management	Lean, Lean Six Sigma, OBM, OMC, RASCI
	Contract Management	CATS CM, CATS RVM, IACCM World
	Business Information Management	BiSL, DID
	Artificial Intelligence	AI, Generative AI
	Outsourcing	OPBOK
Enterprise Architecture	Enterprise Architecture	BIAN, TOGAF
	Modeling	ArchiMate, BPMN
	Software Architecture	ISAQB
	Other	Open Agile Architecture

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Self-Reflection of understanding Diagram

‘What you do not measure, you cannot control.’ – Tom Peters

Fill in this diagram to self-evaluate your understanding of the material. This is an evaluation of how well you know the material and how well you understand it. In order to pass the exam successfully you should be aiming to reach the higher end of Level 3. If you really want to become a pro, then you should be aiming for Level 4. Your overall level of understanding will naturally follow the learning curve. So, it’s important to keep track of where you are at each point of the training and address any areas of difficulty.

Based on where you are within the Self-Reflection of Understanding diagram you can evaluate the progress of your own training.

Level of Understanding	Before Training (Pre-knowledge)	Training Part 1 (1st Half)	Training Part 2 (2nd Half)	After studying / reading the book	After exercises and the Practice exam
Level 4 <i>I can explain the content and apply it .</i>					
Level 3 I get it! <i>I am right where I am supposed to be.</i>					Ready for the exam!
Level 2 <i>I almost have it but could use more practice.</i>					
Level 1 <i>I am learning but don't quite get it yet.</i>					

(Self-Reflection of Understanding Diagram)

Write down the problem areas that you are still having difficulty with so that you can consolidate them yourself, or with your trainer. After you have had a look at these, then you should evaluate to see if you now have a better understanding of where you actually are on the learning curve.

Troubleshooting

Problem areas:

Topic:

Part 1

Part 2

**You have gone
through the book
and studied.**

**You have answered
the questions and
done the practice
exam.**

Agenda

Day 1

Module 1 - Recap of Experience Concepts.

- Summary of key concepts and frameworks.

Module 2 - Experience Design Methodology.

- Applying it to different scenarios.

Module 3 - Experience Now.

- Knowing how people feel today.

Module 4 - Return on Experience (RoX).

- Knowing what is important and urgent.

Module 5 - Experience Ambitions.

- Documenting the experience you need to deliver.

Module 6 - Experience Feedback.

- Understanding what people feel.
-

Day 2

Module 7 - Other Indicators.

- Understanding why people feel the way they do.

Module 8 - Experience Scoring.

- Knowing when is happy.

Module 9 - XRM.

- Turning data into actionable experience insights.

Module 10 - XMO.

- Making XLAs operational.

Module 11 - XMO Skills and Competencies.

- Understanding what an XMO needs to know.

Module 12 - Building an XMO.

- Starting small and growing big.
-



XLA[®]
institute

**Experience Management and XLA[®]
Practitioner Syllabus**

September 2025

Version 1.0

1 Introduction

XLA® Institute qualifications are offered at two levels: Foundation and Practitioner. This syllabus covers the Practitioner level. It is based on the course materials, specifically, the Experience Management and XLA® Practitioner Course slide deck.

The primary purpose of the syllabus is to provide a basis for accreditation of people involved in Experience Management. It documents the learning outcomes related to the Practitioner level and describes the scope of the requirements a candidate is expected to meet to demonstrate that these learning outcomes have been achieved.

The target audience for this document is:

- Exam Board
- Exam Panel
- Accredited Training Organizations.

This syllabus informs the design of the exams and provides accredited training organizations with a more detailed breakdown of what the exam will assess. Details on the exam structure and content will be documented in the Experience Management and XLA® Practitioner Exam design document.

2 Practitioner Qualification

2.1 Purpose of the Practitioner Qualification

The purpose of the Practitioner qualification is to determine whether a candidate has achieved sufficient understanding of the Experience Design Methodology and the XMO to enable them to successfully create and manage XLAs. The course encompasses:

- How you build the right XLAs for your organization.
- A step-by-step Experience Design Methodology™ that you can follow to create your XLAs.
- How you can bring all the data points together into an Experience Reference Matrix™ (XRM).
- How you can operationalize experience (XMO™).
- How you design the right XMO™ for your organization.

2.2 Target Audience

This qualification is aimed at individuals who are involved in Experience Management and specifically, in creating and managing Experience Level Agreements (XLAs) to deliver positive business impact, improved experience and better collaboration.

2.3 High Level Performance Definition of a Successful Practitioner Candidate

The candidate who meets this High Level Performance Definition should be able to:

- Demonstrate knowledge and understanding of the Experience Design Methodology, its seven steps, and how an XMO can be built to successfully operationalize experience.
- Apply and tailor the Experience Design Methodology and XMO appropriately to given scenario settings.
- Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology and XMO in given scenario settings.

Specifically (s)he should demonstrate the ability to apply the guidance and analyze information, in relation to:

- Experience Design Methodology Step 1 – Experience Now
- Experience Design Methodology Step 2 – RoX
- Experience Design Methodology Step 3 – Experience Ambitions
- Experience Design Methodology Step 4 – Experience Feedback
- Experience Design Methodology Step 5 – Other Indicators
- Experience Design Methodology Step 6 – Experience Scoring
- Experience Design Methodology Step 7 – XRM
- The Experience Management Office (XMO) – Mission, Structure, Processes and Competencies to operationalize experience; and building the right XMO for your organization.

3 Assessment Model

Each learning outcome in the High-Level Performance Definition requires the candidate to demonstrate specific knowledge and skills. For each learning outcome a number of learning outcome measures are identified which are evaluated in the examination, in accordance with the Exam Design, to confirm that the learning outcome has been achieved. These learning outcome measures are shown as syllabus topics and define the scope of the standard required to achieve the qualification.

A classification widely used when designing assessments for certification and education is Bloom’s Taxonomy of Educational Objectives. This classifies learning objectives into six ascending learning levels, each defining a higher degree of competencies and skills (Bloom et al, 1956, Taxonomy of Educational Objectives).

The Practitioner qualification examines at the first four levels of the Bloom Taxonomy:

- Level 1 (Recall): remember and state previously learned information
- Level 2 (Understand): be able to describe or make sense of information
- Level 3 (Apply): use information learned to demonstrate a skill
- Level 4 (Analyze): identify whether information has been applied appropriately in accordance to previously learned information

4 Qualification Scope

The definition of scope for each qualification is presented in the syllabus tables at the end of this document. Each syllabus area is a unit of learning that relates to the reference material or training course module.

The following syllabus areas are identified.

Syllabus Area Code	Practitioner Syllabus Area Title
DM	Experience Design Methodology Overview
EN	Experience Design Methodology Step 1 – Experience Now
RO	Experience Design Methodology Step 2 – RoX
EA	Experience Design Methodology Step 3 – Experience Ambitions
EF	Experience Design Methodology Step 4 – Experience Feedback
OI	Experience Design Methodology Step 5 – Other Indicators
ES	Experience Design Methodology Step 6 – Experience Scoring
XR	Experience Design Methodology Step 7 – XRM
XM	The Experience Management Office (XMO)

6 Syllabus Presentation

For each syllabus area the learning outcome measures are presented in order of learning level and are introduced by a standard header. There is only one header at each learning level for each syllabus area. The wording in this header is derived from the Assessment Model. Each measure is specific to a learning level.

Each of the syllabus areas is presented in a similar format as follows:

Syllabus Area Code		Syllabus Area :	Primary References
DM [2]		Experience Design Methodology Overview [1]	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology. [3]			
Specifically to recall:			
01 [4]	01 [5]	The purpose and scope of the Experience Design Methodology and types of XLA. [6]	Slides 25-42 [7]

Key to the Syllabus Area table

1	Syllabus Area	Unit of learning, e.g. course module
2	Syllabus Area Code	A unique 2 character code identifying the syllabus area.
3	Learning Level Header	Header introducing the syllabus topics (<i>learning outcome measures</i>) for a given learning level.
4	Level	Learning level of the learning outcome measure.
5	Topic Reference	Number of the topic within the learning level.
6	Topic Description (<i>Learning Outcome Measure</i>)	Precise and specific description of what is required of the candidate to demonstrate that a learning outcome has been achieved.
7	Primary Reference	The main reference supporting the learning outcome measure.

7 Important Point

The following point about the use of the syllabus should be noted: the guide references provided throughout the syllabus areas should be considered as indicative rather than comprehensive, i.e. there may be other valid references within the guidance.

8 Syllabus Exclusions

Questions are derived from the Experience Management and XLA Practitioner Course slide deck. No areas are excluded, although content relating to practical exercises and real-world examples are not examined.

Syllabus Area Code		Syllabus Area :	Primary References
DM		Experience Design Methodology Overview	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology. Specifically to recall:			
01	01	The purpose and scope of the Experience Design Methodology and types of XLA.	Slides 25-42
Understand what is involved in Experience Design Methodology. Specifically to identify:			
02	01	The scope of the Experience Design Methodology, and types of XLA*.	Slides 25-42

* Note – content on XLA maturity levels is examined under the XMO syllabus area.

Syllabus Area Code		Syllabus Area :	Primary References
EN		Experience Design Methodology Step 1 – Experience Now	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology	Slides 44-57
Understand what is involved in Experience Design Methodology Step 1 – Experience Now. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology	Slides 44-57
Apply and tailor the Experience Design Methodology appropriately to a given scenario. Specifically to:			
03	01	<p>Apply the Experience Design Methodology Step 1 – Experience Now appropriately to given scenario(s), including:</p> <ol style="list-style-type: none"> 1. What is Experience Now? 2. Wants and Needs 3. How to categorize Experience Now data? 4. Categorization examples. 	Slides 44-57

Syllabus Area Code		Syllabus Area :	Primary References
RO		Experience Design Methodology Step 2 – RoX	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology	Slides 60-78
Understand what is involved in Experience Design Methodology Step 2 – RoX. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology	Slides 60-78
Apply and tailor the Experience Design Methodology appropriately to a given scenario. Specifically to:			
03	01	Apply the Experience Design Methodology Step 2 – RoX appropriately to given scenario(s), including: <ul style="list-style-type: none"> 1. An alternative method. (The Effort to impact matrix) 2. Calculating Priority 	Slides 60-78
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			
04	01	Apply the Experience Design Methodology Step 2 – RoX appropriately to given scenario(s), including: <ul style="list-style-type: none"> 1. An alternative method. (The Effort to impact matrix) 2. Calculating Priority 	Slides 60-78

Syllabus Area Code		Syllabus Area :	Primary References
EA		Experience Design Methodology Step 3 – Experience Ambitions	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology.	Slides 81-101
Understand what is involved in Experience Design Methodology Step 3 – Experience Ambitions. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology.	Slides 81-101
Apply and tailor the Experience Design Methodology appropriately to given scenario(s). Specifically to:			
03	01	<p>Apply Experience Design Methodology Step 3 – Experience Ambitions appropriately to given scenario(s), including:</p> <ol style="list-style-type: none"> 1. What are Experience Ambitions? 2. Why do you need Experience Ambitions? 3. Bridging Experience Ambitions 4. Business Impact 5. How to build Experience Ambitions? 6. Making them SMART 7. Sharing and Publishing 8. Example Experience Ambition. 	Slides 81-101
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			

Syllabus Area Code		Syllabus Area :	Primary References
EA		Experience Design Methodology Step 3 – Experience Ambitions	
04	01	<p>The approaches adopted to Step 3 of the Experience Design Methodology – Experience Ambitions, are appropriate, with reasons, in given scenario(s) including:</p> <ol style="list-style-type: none"> 1. What are Experience Ambitions? 2. Why do you need Experience Ambitions? 3. Bridging Experience Ambitions 4. Business Impact 5. How to build Experience Ambitions? 6. Making them SMART 7. Sharing and Publishing 8. Example Experience Ambition. 	Slides 81-101

Syllabus Area Code		Syllabus Area :	Primary References
EF		Experience Design Methodology Step 4 – Experience Feedback	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology.	Slides 104 – 135
Understand what is involved in Experience Design Methodology Step 4 – Experience Feedback. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology.	Slides 104 – 135
Apply and tailor the Experience Design Methodology appropriately to given scenario(s). Specifically to:			
03	01	Apply the Experience Design Methodology Step 4 – Experience Feedback appropriately to given scenario(s), including: <ol style="list-style-type: none"> 1. The art and science of gathering sentiment 2. How to gather sentiment? 3. Considerations for survey tools 4. Types of survey questions 5. Survey question guidance and best practice 6. How to improve survey responses? 7. How to craft survey questions? 	Slides 104 - 135
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			
04	01	The approaches adopted to Experience Design Methodology Step 4 – Experience Feedback, are appropriate, with reasons, in given scenario(s) including: <ol style="list-style-type: none"> 1. The art and science of gathering sentiment 2. How to gather sentiment? 3. Considerations for survey tools 4. Types of survey questions 5. Survey question guidance and best practice 6. How to improve survey responses? 7. How to craft survey questions? 	Slides 104-135

Syllabus Area Code		Syllabus Area :	Primary References
Level	Topic		
OI		Experience Design Methodology Step 5 – Other Indicators	
Recall terms and key facts about the Experience Design Methodology, as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose & scope of this step of the Experience Design Methodology.	Slides 138-155
Understand what is involved in Experience Design Methodology Step 5 – Other Indicators. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology.	Slides 138-155
Apply and tailor the Experience Design Methodology appropriately to given scenario(s). Specifically to:			
03	01	Apply the Experience Design Methodology Step 5 – Other Indicators appropriately to given scenario(s), including: <ol style="list-style-type: none"> 1. What are Other Indicators? 2. Other Indicator types 3. Experience Impact 4. O-data 5. T-data 6. Understanding the data impacts. 	Slides 138-155
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			
04	01	The approaches adopted to Experience Design Methodology Step 5 – Other Indicators, are appropriate, with reasons, in given scenario(s) including: <ol style="list-style-type: none"> 1. What are Other Indicators? 2. Other Indicator types 3. Experience Impact 4. O-data 5. T-data 6. Understanding the data impacts. 	Slides 138-155

Syllabus Area Code		Syllabus Area :	Primary References
ES		Experience Design Methodology Step 6 – Experience Scoring	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology, as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology.	Slides 158-177
Understand what is involved in Experience Design Methodology Step 6 – Experience Scoring. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology.	Slides 158-177
Apply and tailor the Experience Design Methodology appropriately to given scenario(s). Specifically to:			
03	01	<p>Apply the Experience Design Methodology Step 6 – Experience Scoring appropriately, to given scenario(s), including:</p> <ol style="list-style-type: none"> 1. Experience scoring 2. Scoring considerations 3. Leaf and Branch scores 4. Bridging multiple scores 5. X-data scoring 6. When is happy? 7. O-data and T-data scoring 8. Data point weighting. 	Slides 158-177
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			

Syllabus Area Code		Syllabus Area :	Primary References
ES		Experience Design Methodology Step 6 – Experience Scoring	
04	01	<p>The approaches adopted to Experience Design Methodology Step 6 – Experience Scoring, are appropriate, with reasons, in given scenario(s) including:</p> <ol style="list-style-type: none"> 1. Experience scoring 2. Scoring considerations 3. Leaf and Branch scores 4. Bridging multiple scores 5. X-data scoring 6. When is happy? 7. O-data and T-data scoring 8. Data point weighting. 	Slides 158-177

Syllabus Area Code		Syllabus Area :	Primary References
XR		Experience Design Methodology Step 7 – XRM	
Level	Topic		
Recall terms and key facts about the Experience Design Methodology, as they relate to the syllabus area. Specifically to recall:			
01	01	The purpose and scope of this step of the Experience Design Methodology.	Slides 180-191
Understand what is involved in Experience Design Methodology Step 7 – XRM. Specifically to identify:			
02	01	The scope of this step of the Experience Design Methodology.	Slides 180-191
Apply and tailor the Experience Design Methodology appropriately to given scenario(s). Specifically to:			
03	01	Apply the Experience Design Methodology Step 7 – XRM appropriately to given scenario(s), including: <ol style="list-style-type: none"> 1. What is an XRM? 2. Bridging the measures 3. Example XRM Dashboard. 	Slides 180-191
Analyze and distinguish between appropriate and inappropriate application of the Experience Design Methodology to given scenario(s). Specifically to analyze, with reasons, whether:			
04	01	The approaches adopted to Experience Design Methodology Step 7 – XRM, are appropriate, with reasons, in given scenario(s) including: <ol style="list-style-type: none"> 1. What is an XRM? 2. Bridging the measures 3. Example XRM Dashboard 	Slides 180-191

Syllabus Area Code		Syllabus Area :	Primary References
XM		The XMO	
Level	Topic		
Recall terms and key facts about the XMO. Specifically to recall:			
01	01	The scope and focus of the XMO	Slides 194-258
Understand what is involved in the XMO. Specifically to identify:			
02	01	The XMO mission and structure; integrated architecture; processes; and competencies; XLA Maturity levels	Slides 37-39; 194-258
Apply and tailor the XMO appropriately to given scenario(s). Specifically to:			
03	01	<p>Apply the XMO appropriately to given scenario(s), including:</p> <ol style="list-style-type: none"> 1. The Experience Management Office: What is an XMO; XMO mission and structure; XMO integrated architecture; XMO processes 2. XMO Competencies: The art and science of questionnaire construction; Science of survey sampling; Basics of applied statistics; Science of measurement; Art of interpretation and actioning; Art of Experience Management 3. Building an XMO: Where to start your XMO; Start small and grow big; The integrated XMO architecture; Roles needed for an ongoing MVP; Experience governance. 	Slides 194-258
Analyze and distinguish between appropriate and inappropriate application of the XMO to given scenario(s). Specifically to analyze, with reasons, whether:			
04	01	<p>The approaches adopted to the XMO are appropriate, with reasons, in given scenario(s) including:</p> <ol style="list-style-type: none"> 1. The Experience Management Office: What is an XMO; XMO mission and structure; XMO integrated architecture; XMO processes 2. XMO Competencies: The art and science of questionnaire construction; Science of survey sampling; Basics of applied statistics; Science of measurement; Art of interpretation and actioning; Art of Experience Management 3. Building an XMO: Where to start your XMO; Start small and grow big; The integrated XMO architecture; Roles needed for an ongoing MVP; Experience governance. 	Slides 194-258



Experience Management and XLA® Practitioner

V2.0 - September 2025

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Course introduction

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Course Introduction

Welcome to the training!

- **Please tell us about yourself:**
 - Your name, role, and organization.
 - What do you know about Experience Management (XM) and XLA®?
 - Why are you attending, and what would you like to learn?
 - Please share a fun fact about yourself.



Course Introduction

House rules and exam

- **There are no stupid questions.**
- **All comments are welcome.**
- **Vegas!**

- **After the training, you are all eligible to take the exam.**
- **It is closed-book and proctored.**
 - 75 multiple-choice questions.
 - Pass grade is 67%, or 50 questions.





Course Introduction

Learning objectives

- **XM and XLA® Foundation taught you:**
 - The Experience Management Framework™.
 - The XLA Stack™.
 - The Experience Management Journey™.
 - The Zone of Good Enough.
- **XM and XLA® Practitioner now teaches you:**
 - **How you** create an XLA® using the step-by-step Experience Design Methodology™.
 - **How you** bring the data points together into an Experience Reference Matrix™ (XRM™).
 - **How you** build the right XMO™ for your organization.
 - **How you** operationalize experience.
 - **How you** realize business impact.



Course Introduction

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DAY 1

- Module 1 - Recap of Experience Concepts.**
 - Summary of key concepts and frameworks.
- Module 2 - Experience Design Methodology.**
 - Applying it to different scenarios.
- Module 3 - Experience Now.**
 - Knowing how people feel today.
- Module 4 - Return on Experience (RoX).**
 - Knowing what is important and urgent.
- Module 5 - Experience Ambitions.**
 - Documenting the experience you need to deliver.
- Module 6 - Experience Feedback.**
 - Understanding what people feel.

DAY 2

- Module 7 - Other Indicators.**
 - Understanding why people feel the way they do.
- Module 8 - Experience Scoring.**
 - Knowing when is happy.
- Module 9 - XRM.**
 - Turning data into actionable experience insights.
- Module 10 - XMO.**
 - Making XLAs operational.
- Module 11 - XMO Skills and Competencies.**
 - Understanding what an XMO needs to know.
- Module 12 - Building an XMO.**
 - Starting small and growing big.





Module 1

Recap of Experience Concepts

Summary of key concepts and frameworks

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Module 1: Recap of experience concepts

Summary of key concepts and frameworks

- **Key concepts**
 - The Experience Management Framework™.
 - The XLA Stack™.
 - The Experience Management Journey™.
 - The Zone of Good Enough.



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Module 1: Recap of experience concepts

Experience

- Experience is how you remember things and how it makes you feel.
- Sometimes experience is gained from what you have been through.
- Sometimes experience is gained from what you observe.
- Experience is your (dis)content with someone, a brand, product, or service.
- Experience can be transactional (in time), but mostly it is cumulative (over time).

Experience is essentially how someone remembers how they felt about a product or service or interaction.



Module 1: Recap of experience concepts

Experience Management

- **XM has three value drivers:**
 - Collaboration
 - Experience
 - Business impact
- **XM has three success factors:**
 - Mindset
 - Skillset
 - Toolset
- **XM is data-driven, correlating sentiment with operational and technical measurements:**
 - X-data (sentiment)
 - O-data (operational)
 - T-data (technical)





Module 1: Recap of experience concepts

Experience matters

- Experience shapes people's opinions, decisions, and actions.
- People act on how they feel. They:
 - Engage or disengage.
 - Stay or leave.
 - Return or never come back.
- Experience has consequences.
- Experience is about Outcomes and Moments that Matter (MtM), not steps in a process.
- Perception is reality.



Module 1: Recap of experience concepts

Output vs. outcome

- **Output** is what you make and deliver as a product or service.
 - It indicates quality and efficiency, e.g., reliability and availability.
 - Was the work done correctly and on time? Have the correct actions been taken? Examples:
 - Customer satisfaction survey.
 - First-call resolution.
 - System availability.
- **Outcome** is the value of the output to the user.
 - It indicates the effect of quality and efficiency, e.g., productivity and innovative capacity.
 - Has the customer realized more business impact? Is the customer content with the help provided? Has increased production been realized? Examples:
 - Improvement in customer sales.
 - Ability to do the job productively/efficiently/innovatively.
 - Business value created.





Module 1: Recap of experience concepts

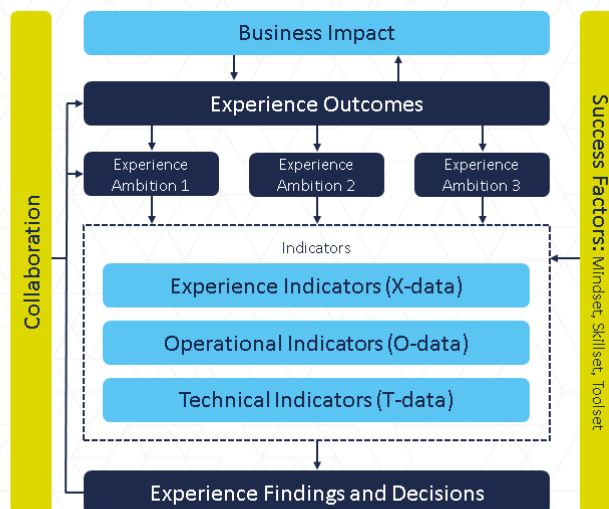
What matters to users

- When users think about the experience of services and products, they consider necessities such as:
 - Does this do what I need it to do? (Does it deliver the outcome I need?)
 - Does it do everything I need it to do? (Is it complete?)
 - Is it available when I need it? (A moment that matters.)
 - Do I find it easy to use? (A moment that matters.)
- When considering experience improvements, make sure you know how your users answer these questions.



Module 1: Recap of experience concepts

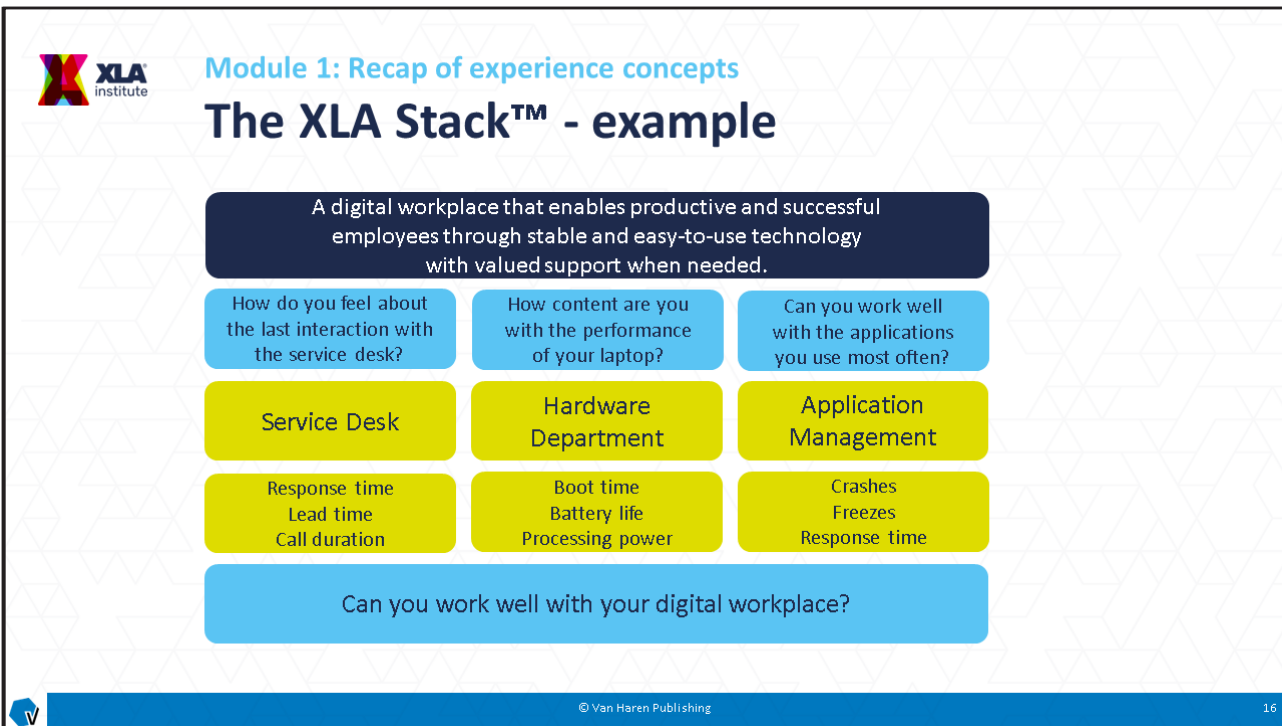
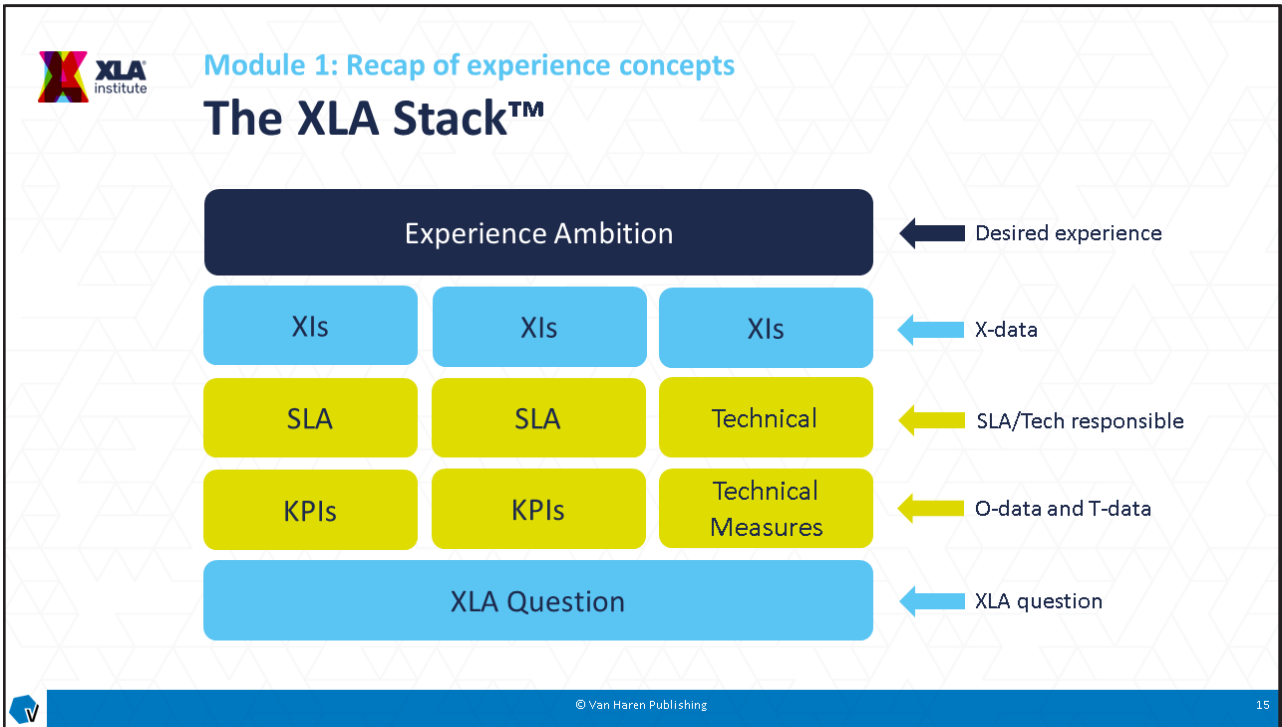
The Experience Management Framework™



- This framework is used to manage experience and is aligned with the ISO/IEC 20000-18 and NEN 8038 Standards.

Uncontrolled Influencers:
Political, Economic,
Social, Technological,
Environmental, and
Legal factors.







Module 1: Recap of experience concepts

The Experience Management Journey™



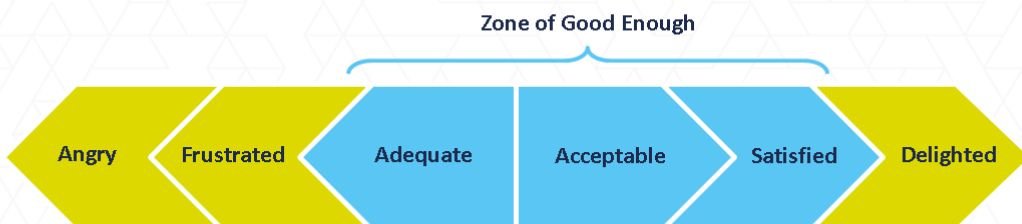
It utilizes the art and science of XM to provide a structured journey that helps you understand where you are, and where you want to go.



Module 1: Recap of experience concepts

The Zone of Good Enough

- You do not need to be the best.
- You need to be good enough in a certain context. Knowing this is an art form.
- The Zone of Good Enough is about:
 - The range of acceptable quality levels to avoid poor experiences.
 - The abandoning of the pursuit of only excellent experiences.





Module 1: Recap of experience concepts

Optional XLA Stack - exercise



- Watermelon Air is a low-cost airline operating in the Service Economy. They have the ambition to operate and market themselves in the Experience Economy.
- You are a member of their Experience Management Office (XMO).
- Since you have been on the XM and XLA Foundation course, you are asked to decide which XLAs to build to improve the airline experience.
- You will watch a short video to remind you of some MtM.
- Once you have watched it, we will discuss the complexities of staging an experience for an airline.



Module 1: Recap of experience concepts

Optional XLA Stack - exercise



- Watch Video: [Watermelon Air](#)

