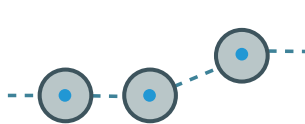


2015 Q2 daily flight plan

week _____ date _____



models from the book,
*The Experience Design
Blueprint*. Get the ebook
or full color print edition
» www.amzn.to/17Goyoz



ideas
actions

sketches

Big Picture

big idea

payoff

Guiding Principles

- Know your funnels and work your ABCs
- Balance the 3 legs of the stool to stay on top
- Make a flight plan so you know where to go
- Delight by surpassing expectations at touchpoints
- Build a Big Picture to keep from getting stuck
- Update your flight plan daily from the PlayBook

updates at bigideatoolkit.com or delightability.com/blog

Apr

30	31	1	2	3	4	5	14
6	7	8	9	10	11	12	15
13	14	15	16	17	18	19	16
20	21	22	23	24	25	26	17

M T W Th F S S Wk

May

27	28	29	30	1	2	3	18
4	5	6	7	8	9	10	19
11	12	13	14	15	16	17	20
18	19	20	21	22	23	24	21
25	26	27	28	29	30	31	22

M T W Th F S S Wk

Jun

1	2	3	4	5	6	7	23
8	9	10	11	12	13	14	24
15	16	17	18	19	20	21	25
22	23	24	25	26	27	28	26

M T W Th F S S Wk