

daily flight plan

week _____ date _____



from the book -->
The Experience Design BLUEPRINT:
Recipes for Creating Happier Customers and Healthier Organizations
www.amzn.to/17Goyoz

The Experience Design BLUEPRINT

Gregory Jurney Olney

Recipes for Creating Happier Customers and Healthier Organizations



ideas

actions

sketches

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
- Use the Big Picture if you get stuck
- Update your flight plan daily from the PlayBook

[updates at bigideatoolkit.com](http://updates.atbigideatoolkit.com) or delightability.com/blog

Jan

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

M T W Th F S S Wk

Feb

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

M T W Th F S S Wk

Mar

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

M T W Th F S S Wk