## The Experience daily flight plan from the book --> Design BLUEPRINT The Experience week \_\_\_\_\_ date Design BLUEPRINT: Recipes for Creating **Happier Customers and Healthier Organizations** www.amzn.to/17Goyoz ideas actions **Guiding Principles** Apr May Jun Know your funnels and work your ABCs Balance the 3 legs of the stool to stay on top 19 20 20 19 20 21 22 Make a flight plan so you know where to go 23 24 25 22 23 24 25 26 27 28 29 Delight by surpassing expectations at touchpoints 28 29 30 31 Use the Big Picture if you get stuck

Update your flight plan daily from the PlayBook updates at bigideatoolkit.com or delightability.com/blog