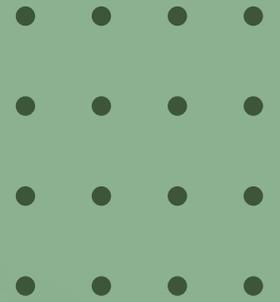
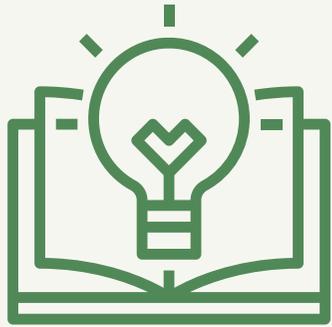


Experience Education

Full Experience certification is built from four key courses. You can also take an optional exam to ensure your gained knowledge !



Bright Horse
improving employee experience



Essence of Experience

Learn the Art and Science of Experience

This 1 day course introduces Experience Level Agreements (XLAs). We use interactive studies and exercises to nail down the concept of an XLA, setting learners on a solid path beyond ITIL, SLAs, and KPIs into a new perspective of XLAs and performance outcomes.

In class, we will Compare and contrast XLA with the more traditional KPI/SLA approach, and show how they work together.

We will introduce the Art & Science of Experience and the XLA Framework®, and show how XLAs accurately measure moments over time and anticipating experience – prior to an incident.

Lastly, we will walk through real-life examples, case studies and group exercises to take learning from thinking to action.

Prerequisites:

An understanding of ITSM principles and practices is beneficial.

Duration:

This is a 1 day course.

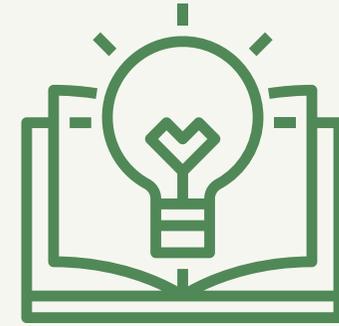
Costs:

Course: £260, plus VAT

Exam (if required): £70

XLA Foundation

Transform your Business into an Employee-Focused one



Prerequisites:

The Essence of Experience is recommended, but not required.

Duration:

This is a 2-day course.

Costs:

Course: £600 plus VAT, exam included

A 2 day course, the XLA Foundation introduces best practices for embracing XLAs (Experience Level Agreements) and transforming into an employee-focused organisation. You will learn how to embed the Experience framework and articulate the value of an experience-based culture.

Learners take a QuickStart Assessment to understand the current baseline, which we reference as we guide you through each phase of the Experience Framework.

The hands-on activities not only allow you to understand the necessary steps within each phase of the framework (Envision, Enable, Execute & Embrace) but also to identify the next steps in your journey.



Mastering XLAs

Create an XLA and understand its positive impact on business

In the 2-day Mastering XLAs course, we recap the fundamentals of experience concepts before introducing an overview of the XLA Framework.

Using a case study, learners are then taken through the steps to understand what current experience data is needed, how to get it, where to get it and how to analyse it.

From there, the experience ambitions and target XLAs are designed so that the current experience discoveries and the experience ambitions can be merged.

Lastly, we will cover and consider the operational, organisational and governance challenges one may face when implementing XLAs for a product or service.

Prerequisites:

Essence of Experience course, leading to the XLA Champion certification.

Duration:

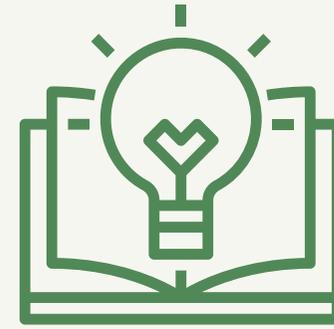
This is a 2-day course.

Costs:

Course: £700 plus VAT, exam included.

Mastering the XMO

Explore the Experience Management Office



Prerequisites:

Essence of Experience course, leading to the XLA Champion certification.

Duration:

This is a 2-day course.

Costs:

Course: £750 plus VAT, exam included

A 2-day course from our partners and co-contributors, XLACollab, and delivered exclusively by Bright Horse, Mastering the XMO takes learners through the concepts of the Experience Management Office (XMO).

We explore an XMOs scope, the roles required, a variety of science of experience management techniques, the art of experience interpretations, and dealing with the experience ecosystem in an operational environment.

Responsibilities and outcomes are then discussed before covering the XMO roles required to address the scope.

The course concludes with an exciting capstone exercise simulating a 9-month XMO operation in which a variety of experience issues arise, are investigated, and action determined to pull together all that has been learned.

Contact us and accelerate your organisation to new heights!

We deliver exclusive XLA and XMO education courses and business simulations to enable our customers to improve business performance and gain competitive advantage through improving the engagement and experience of their employees.



"People may not remember exactly what you did, or what you said, but they will always remember how you made them feel."



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