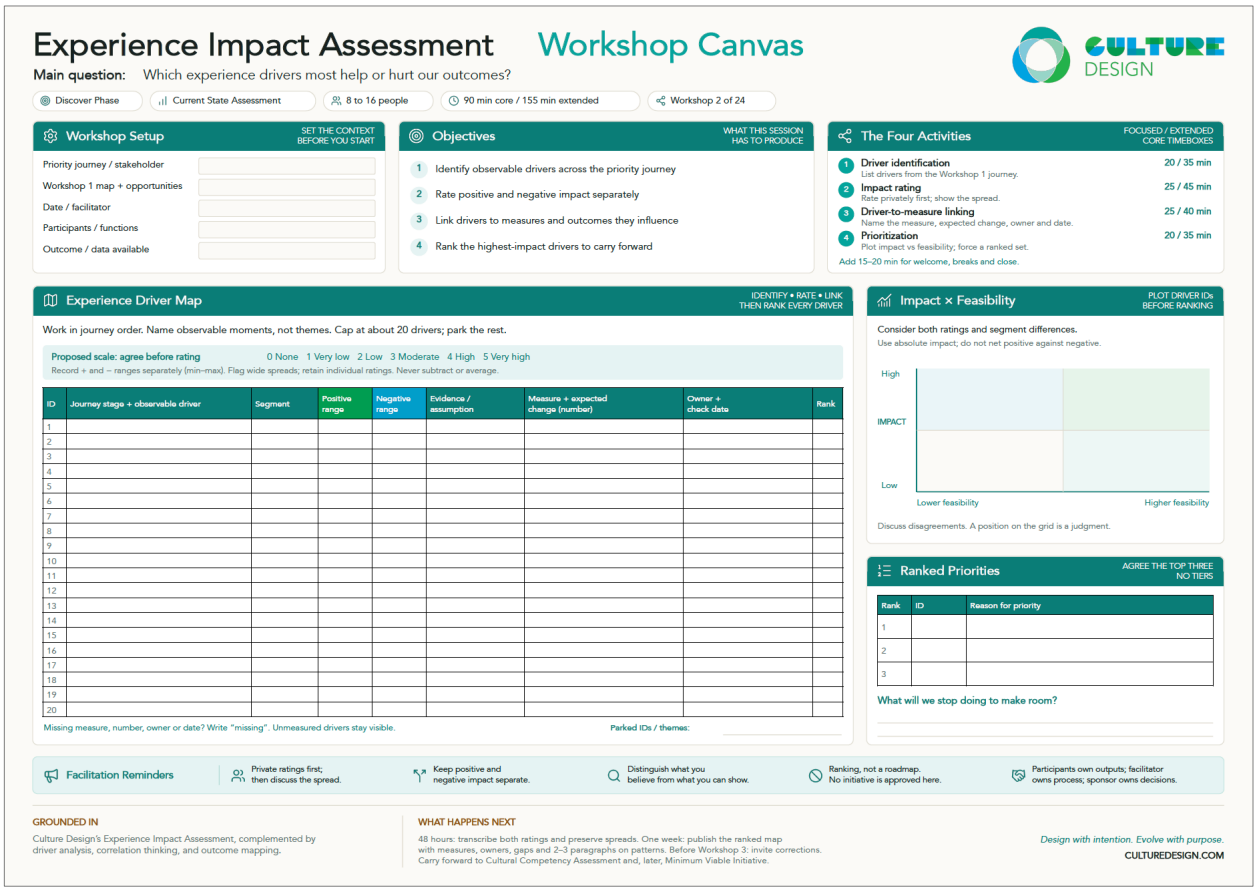
Experience Impact Assessment

Workshop Wednesday 9.30.26 | Authored by Jason Burnham



Experience Impact Assessment — Workshop Canvas

Main question: Which experience drivers most help or hurt our outcomes?

Discover Phase | Current State Assessment | 8 to 16 people | 90 min core / 155 min extended | Workshop 2 of 24

Workshop Setup — SET THE CONTEXT BEFORE YOU START

- Priority journey / stakeholder
- Workshop 1 map + opportunities
- Date / facilitator
- Participants / functions
- Outcome / data available

Objectives — WHAT THIS SESSION HAS TO PRODUCE

1. Identify observable drivers across the priority journey
2. Rate positive and negative impact separately
3. Link drivers to measures and outcomes they influence
4. Rank the highest-impact drivers to carry forward

The Four Activities — FOCUSED / EXTENDED CORE TIMEBOXES

1. **Driver identification** — List drivers from the Workshop 1 journey. — 20 / 35 min
2. **Impact rating** — Rate privately first; show the spread. — 25 / 45 min
3. **Driver-to-measure linking** — Name the measure, expected change, owner and date. — 25 / 40 min
4. **Prioritization** — Plot impact vs feasibility; force a ranked set. — 20 / 35 min

Add 15–20 min for welcome, breaks and close.

Experience Driver Map — IDENTIFY • RATE • LINK THEN RANK EVERY DRIVER

Work in journey order. Name observable moments, not themes. Cap at about 20 drivers; park the rest.

Proposed scale: agree before rating — 0 None · 1 Very low · 2 Low · 3 Moderate · 4 High · 5 Very high

Record + and – ranges separately (min–max). Flag wide spreads; retain individual ratings. Never subtract or average.

ID	Journey stage + observable driver	Segment	Positive range	Negative range	Evidence / assumption	Measure + expected change (number)	Owner + check date	Rank
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Missing measure, number, owner or date? Write "missing". Unmeasured drivers stay visible. Parked IDs / themes:

Impact × Feasibility — PLOT DRIVER IDs BEFORE RANKING

Consider both ratings and segment differences.

Use absolute impact; do not net positive against negative.

Discuss disagreements. A position on the grid is a judgment.

Ranked Priorities — AGREE THE TOP THREE NO TIERS

Rank	ID	Reason for priority
1		
2		
3		

What will we stop doing to make room?

Facilitation Reminders

- Private ratings first; then discuss the spread.
- Keep positive and negative impact separate.
- Distinguish what you believe from what you can show.
- Ranking, not a roadmap. No initiative is approved here.
- Participants own outputs; facilitator owns process; sponsor owns decisions.

GROUNDED IN

Culture Design's Experience Impact Assessment, complemented by driver analysis, correlation thinking, and outcome mapping.

WHAT HAPPENS NEXT

48 hours: transcribe both ratings and preserve spreads. One week: publish the ranked map with measures, owners, gaps and 2–3 paragraphs on patterns. Before Workshop 3: invite corrections. Carry forward to Cultural Competency Assessment and, later, Minimum Viable Initiative.

Design with intention. Evolve with purpose.

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A few moments along the stakeholder journey define the brand experience, and most organizations invest everywhere except in those moments that matter most. The Experience Impact Assessment is the second workshop in the Culture Design Discover phase. It takes the journey your stakeholders described in Workshop 1 and asks which parts of it actually move your outcomes across sales, service, and operations.

Leveraging our Current State Assessment framework, this session rates the positive and negative impact of every driver on the priority journey. It then links those drivers to measures your business already reports. The output is a ranked map showing where

attention will pay and where it will not, which becomes a defensible basis for prioritization rather than a longer list of good ideas.

Main Question: Which experience drivers most help or hurt our outcomes?

Most arguments regarding prioritization tend to get settled by whoever speaks with the most conviction. That is not a criticism of the people in the room so much as a description of what happens when a group has no shared instrument. Engagement surveys and pulse tools were built to report how people feel at a moment in time, and they do that well. Journey maps were built to show sequence, emotion, and context, and they do that well too. Neither was designed to tell the leadership team which three of thirty drivers deserve next year's budget. This workshop closes that particular gap, and it closes it in about ninety minutes.

Where this Sits in the Process: Workshop 2 of 24, in the Current State Assessment at the Discover phase. Its inputs are the current state journey map and the opportunity list from Stakeholder Journey Mapping. Its ranked driver map becomes an input to the Cultural Competency Assessment in Workshop 3, and to Minimum Viable Initiative later in the Design phase. Run this workshop within two weeks of Workshop 1, while the journey is fresh and the people who built it are still available.

Best for: A cross-functional core group with outcome and data visibility, 8-16 participants.

Inputs: The current state journey map and opportunities from Workshop 1, plus performance or experience data where you have it. The data is optional and the session runs without it, though the ranking is stronger when a driver can be checked against a number somebody already reports to the board.

Outputs: A ranked map of experience drivers by impact, tied to key measures, showing where to focus.

Purpose & Objectives

A driver is anything in the experience that changes how a stakeholder thinks, feels, and acts at a given moment. Identifying the precise drivers is most of the work. The objectives stay deliberately narrow, because a session that tries to diagnose and solve in one afternoon does neither well.

- Identify the experience drivers across the priority journey.

- Rate the positive and negative impact of each driver.
- Link drivers to the key measures and outcomes they influence.
- Prioritize the highest-impact drivers to carry forward.

Agenda & Activities

Timeboxes are given for a focused 90-minute session and for a half-day version. You can assemble either one from the same activities: identify, rate, link, and prioritize. Add 15-20 minutes for welcome, breaks, and close.

Activities

1. **Driver Identification:** List the experience drivers across the journey mapped in Workshop 1. [20-35 minutes]
2. **Impact Rating:** Rate the absolute positive and negative impact at each driver. [25-45 min]
3. **Driver-to-Measure Linking:** Connect each driver to the journey key measures and business outcomes it moves. [25-40 minutes]
4. **Prioritization:** Plot drivers by impact and agree the priority set to carry forward. [20-35 minutes]

Total Core Time: ~90-150 minutes

Facilitator Instructions

The facilitator protects the difference between what a group believes and what a group can show. Each of the four activities fails in a predictable way when that line slips.

1. Driver Identification: Work from the journey map rather than from memory. Walk it in sequence, so the group stays inside one stakeholder's experience. Push for drivers stated as observable moments rather than as themes. "Onboarding is weak" is a theme. "New hires wait nine days for system access" is a driver. Cap the list at roughly twenty so the rating activity stays finishable and park the rest rather than discarding them.

2. Impact Rating: Rate positive and negative impact separately, on the same scale, and do not let them net out. A driver can be strongly positive for one segment and strongly negative for another. That split is the most interesting finding in the room, and averaging makes it disappear. Ask each participant to rate privately before any discussion, then show the spread. Where the spread is wide, the disagreement is the data.

3. Driver-to-Measure Linking: For each driver, ask which measure would move if it improved, and roughly by how much. Every driver should end the activity with a number, an owner, and a date, or a note saying which of the three is missing. A driver nobody can link to a measure is not disqualified, it is marked. Some of the most important drivers in a culture are leading indicators nobody instruments yet, and naming that gap is a legitimate output of the session.

4. Prioritization: Plot the drivers on impact against feasibility, then force a ranked set rather than a tier. Groups will try to produce three tiers of ten, which is a way of not deciding. The constraint that makes this honest is to ask the group what it will stop doing to make room for the top three.

Ownership Lines Worth Stating at the Beginning: The session produces a ranking, not a roadmap. No initiative is approved in this room. Participants own the outputs, the facilitator owns the process, and the sponsor owns the decision that follows.

Synthesis After the Session

Synthesis is where a workshop becomes a deliverable, and it is the step most often skipped, which is why a good session so often produces nothing anyone can act. Every driver leaves this process rated, linked, and ranked, in three passes, each with a deadline.

Within 48 Hours: Transcribe the driver list with both the impact ratings intact and the rating spread preserved. Do not collapse the spread into a mean. Flag every driver where the spread across raters was wide. Those are the drivers where the sponsor, the facilitator, and the leadership team do not yet share a view of the same business.

Within 1 Week: Produce the ranked driver map as a one-page artifact. It shows the impact, the measure, and the owner for every driver. Where a driver has no linked measure, say so on the page rather than leaving the cell blank. Then write 2-3 paragraphs naming the pattern across the top drivers. The pattern is usually a root driver that no single item in the list describes.

Before the Next Workshop: Circulate the map to participants for correction and give them a real window to disagree. Corrections that arrive after a ranking has been socialized upward are expensive. The people closest to the work will spot a misrated driver immediately.

Benefits & Outcomes

✓ Clarity on which drivers actually move outcomes, rather than which ones were argued for most forcefully.

✓ A defensible basis for prioritizing investment.

✓ A roadmap connecting experience to measurable business value.

✓ A named list of the drivers you believe matter and cannot yet measure.

Grounded in: Culture Design's Experience Impact Assessment, complemented by driver analysis, correlation thinking, and outcome mapping.