

EXPERIENCE COLLAB

Empowering the
Experience
Economy

Syllabus
August 2023

1 Introduction

Experience Collab qualifications are offered at two levels: Foundation and Practitioner. This syllabus covers both levels. It is based on the course materials, specifically, the Experience Foundation and Practitioner Course slide decks and Glossary.

The primary purpose of the syllabus is to provide a basis for accreditation of people involved in Experience Management. It documents the learning outcomes related to each level and describes the scope of the requirements a candidate is expected to meet to demonstrate that these learning outcomes have been achieved.

The target audience for this document is:

- Exam Board
- Exam Panel
- APMG Assessment Team
- Accredited Training Organizations.

This syllabus informs the design of the exams and provides accredited training organizations with a more detailed breakdown of what the exam will assess. Details on the exam structure and content will be documented in the relevant Exam design documents.

2 Foundation Qualification

2.1 Purpose of the Foundation Qualification

The purpose of the Foundation qualification is to determine whether a candidate has sufficient knowledge and understanding of the Experience Optimization Framework (EOF™), its phases, constituent best practice key concepts, and associated models, methods, tools and techniques. The Foundation qualification is also a pre-requisite for the Practitioner level qualification.

2.2 Target Audience

This qualification is aimed at individuals who are involved in Experience Management and specifically in creating and managing Experience Level Agreements (XLA's) to deliver positive business impacts.

2.3 High Level Performance Definition of a Successful Foundation Candidate

The candidate who meets this High Level Performance Definition should as a minimum be able to recall, recognize and demonstrate understanding of the Experience Optimization Framework, and its phases, constituent best practice key concepts, and associated models, methods, tools and techniques.

Specifically they should be able to demonstrate knowledge and understanding in relation to:

- The Experience Optimization Framework and its phases
- Phase 1 – Evangelise: the relevant key concepts (and associated models, methods, tools and techniques) applied in inspiring your ecosystem
- Phase 2 – Explore: the relevant key concepts (and associated models, methods, tools and techniques) applied in knowing where you are
- Phase 3 – Envision: the relevant key concepts (and associated models, methods, tools and techniques) applied in knowing where you are going

- Phase 4 – Enable: the relevant key concepts (and associated models, methods, tools and techniques) applied in creating your XLAs
- Phase 5 – Execute: the relevant key concepts (and associated models, methods, tools and techniques) applied in putting your XLAs into operation
- Phase 6 – Embrace: the relevant key concepts (and associated models, methods, tools and techniques) applied in innovating the experience delivered.

4 Assessment Model

Each learning outcome in the High-Level Performance Definition requires the candidate to demonstrate specific knowledge and skills. For each learning outcome a number of learning outcome measures are identified which are evaluated in the examination, in accordance with the Exam Design, to confirm that the learning outcome has been achieved. These learning outcome measures are shown as syllabus topics and define the scope of the standard required to achieve the qualification.

A classification widely used when designing assessments for certification and education is the Bloom's Taxonomy of Educational Objectives. This classifies learning objectives into six ascending learning levels, each defining a higher degree of competencies and skills. (Bloom et al, 1956, Taxonomy of Educational Objectives).

APMG have incorporated this into a Learning Outcomes Assessment Model that is then used to develop each qualification's Assessment Model. The model provides a simple and systematic means for assessing and classifying the learning outcome measures.

This structured approach helps to ensure:

- The appropriate level is identified for a qualification
- A clear delineation in learning level content between different qualifications
- Wording is standardized and syllabi are presented consistently across APMG's qualification portfolio
- Exam questions and papers are consistent in their design.

The Foundation qualification examines at levels 1 (Recall) and 2 (Understand).
The Practitioner qualification examines at levels 3 (Apply) and 4 (Analyse).

Experience Collab Assessment Model				
	1. Recall	2. Understand	3. Apply	4. Analyse
APMG Learning Level Definition	<i>remember previously learned information</i>	<i>grasp the meaning and make sense of information</i>	<i>use information to perform a skill or task</i>	<i>identify whether information has been used appropriately according to the rules and guidance</i>
Generic APMG Headers <i>For introducing the learning outcome measures (topics) in the Syllabus</i>	Recall terms and key facts about concepts, principles and procedures from the reference material	Understand key facts, concepts, principles and procedures from the reference material	Apply key facts, concepts, principles and procedures to a given scenario	Differentiate between appropriate and inappropriate use of the reference material in a given scenario
Qualification Example	Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques.	Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques.	Apply and tailor the XLA Design Methodology and XMO Design Principles appropriately to a given scenario.	Analyse and distinguish between appropriate and inappropriate application of the XLA Design Methodology and XMO Design Principles to a given scenario.

5 Qualification Scope

The definition of scope for each qualification is presented in the syllabus tables at the end of this document. Each syllabus area is a unit of learning that relates to the reference material or training course module.

The following syllabus areas are identified.

Syllabus Area Code	Syllabus Area Title
OV	Experience Management Overview
EG	Experience Optimization Framework Phase 1 – Evangelize
XP	Experience Optimization Framework Phase 2 – Explore
NV	Experience Optimization Framework Phase 3 – Envision
NA	Experience Optimization Framework Phase 4 – Enable
XC	Experience Optimization Framework Phase 5 – Execute
MB	Experience Optimization Framework Phase 6 – Embrace

6 Syllabus Presentation

For each syllabus area the learning outcome measures are presented in order of learning level and are introduced by a standard header. There is only one header at each learning level for each syllabus area. The wording in this header is derived from the Assessment Model. Each measure is specific to a learning level.

The scope of each examination is shown by a tick in the respective column to the right of the topic description.

Each of the syllabus areas is presented in a similar format as follows:

Syllabus Area Code LC [2]		Syllabus Area : <i>QUAL Syllabus Area (XX) Theme [1]</i>	Foundation	Practitioner	Primary References
Level	Topic				
		Recall terms and key facts about the concepts, principles and procedures relating to <i>syllabus area</i>. [3] Specifically to recall:			
01 [4]	01 [5]	[6] The leadership styles and skills (Goleman): 1. Leadership styles that get results 2. Emotional competencies for leaders <i>Replace this with example from the qualification</i>	[7] ✓		[8] P175-178 P177-182
01	02				

Key to the Syllabus Area table

1	Syllabus Area	Unit of learning, e.g. course module, key activity area or section of the reference guide.
2	Syllabus Area Code	A unique 2 character code identifying the syllabus area.
3	Learning Level Header	Header introducing the syllabus topics (<i>learning outcome measures</i>) for a given learning level.
4	Level	Learning level of the learning outcome measure.
5	Topic Reference	Number of the topic within the learning level.
6	Topic Description (<i>Learning Outcome Measure</i>)	Precise and specific description of what is required of the candidate to demonstrate that a learning outcome has been achieved.

- 7 Foundation/Practitioner Shows at which qualification level the topic is assessed.
Note: A measure is only applied at one qualification level.
- 8 Primary Reference The main reference supporting the learning outcome measure.

7 Important Points

The following points about the use of the syllabus should be noted.

7.1 Guide References

The guide references provided should be considered to be indicative rather than comprehensive, i.e. there may be other valid references within the guidance.

8 Syllabus Exclusions

Questions are derived from the source materials – specifically, the Foundation and Practitioner Course slide decks. No areas are excluded, although content relating to practical exercises and real-world examples are not examined.

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
OV		Experience Optimization Framework Overview			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques. Specifically to recall:					
01	01	The Experience Optimization Framework – its phases and their order.	✓		Slide 5

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
EG		Experience Optimization Framework Phase 1 – Evangelize			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Evangelize phase.	✓		Slide 13
01	02	The key concepts of the Evangelize phase.	✓		Slide 15
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Evangelize key concept: What is Experience?	✓		Slides 16-18
02	02	What is meant by / is involved in the Evangelize key concept: Building a Movement.	✓		Slides 19-23
02	03	What is meant by / is involved in the Evangelize key concept: Moments Over Time.	✓		Slides 24-33
02	04	What is meant by / is involved in the Evangelize key concept: Experience Anticipation.	✓		Slide 26
02	05	What is meant by / is involved in the Evangelize key concept: The Experience Management Framework™.	✓		Slides 36-39
02	06	What is meant by / is involved in the Evangelize key concept: Why Does Experience Matter?	✓		Slide 40

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
XP		Experience Optimization Framework Phase 2 – Explore			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Explore phase.	✓		Slide 43
01	02	The key concepts of the Explore phase.	✓		Slide 46
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Explore key concept: Landscape Discovery and Assessments.	✓		Slides 47-51
02	02	What is meant by / is involved in the Explore key concept: Experience Now.	✓		Slide 53-57
02	03	What is meant by / is involved in the Explore key concept: Other Experience Indicators.	✓		Slides 52, 58, 77-80, 86
02	04	What is meant by / is involved in the Explore key concept: Experience Level Agreements (XLA).	✓		Slides 59-64
02	05	What is meant by / is involved in the Explore key concept: The XLA Stack™.	✓		Slides 70-75

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
NV		Experience Optimization Framework Phase 3 – Envision			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Envision phase.	✓		Slide 88
01	02	The key concepts of the Envision phase.	✓		Slide 91
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Envision key concept: Experience Ambition.	✓		Slides 90, 93-96
02	02	What is meant by / is involved in the Envision key concept: Range of Valid Experience.	✓		Slide 97
02	03	What is meant by / is involved in the Envision key concept: Mapping XLAs to Economic Values.	✓		Slides 107-112
02	04	What is meant by / is involved in the Envision key concept: The Experience Economy.	✓		Slides 113-116
02	05	What is meant by / is involved in the Envision key concept: Money Value of Time.	✓		Slides 115-123
02	06	What is meant by / is involved in the Envision key concept: The Staged Experience.	✓		Slide 124-128

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
NA		Experience Optimization Framework Phase 4 – Enable			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Enable phase.	✓		Slide 132
01	02	The key concepts of the Enable phase.	✓		Slide 135
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Enable key concept: Types of XLAs.	✓		Slides 136-140
02	02	What is meant by / is involved in the Enable key concept: Joint Commitments.	✓		Slide 142
02	03	What is meant by / is involved in the Enable key concept: Psycho-logic.	✓		Slides 150-152
02	04	What is meant by / is involved in the Enable key concept: XLA Design Methodology.	✓		Slides 153-170
02	05	What is meant by / is involved in the Enable key concept: The XRM (Experience Reference Matrix).	✓		Slides 168-170, 174
02	06	What is meant by / is involved in the Enable key concept: What Does an XLA Look Like?	✓		Slides 171-175
02	07	What is meant by / is involved in the Enable key concept: The Role of Technology in XLAs.	✓		Slides 176-180
02	08	What is meant by / is involved in the Enable key concept: Bridging versus Extending as a Strategy.	✓		Slides 181-182

Note: Syllabus topic NA0205 is not separately examined – the content is examined under NA0204 and NA0206.

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
XC		Experience Optimization Framework Phase 5 – Execute			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Execute phase.	✓		Slide 190
01	02	The key concepts of the Execute phase.	✓		Slide 193
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Execute key concept: Collective v Individual Experience Measurements.	✓		Slides 194-198
02	02	What is meant by / is involved in the Execute key concept: Experience Management Organization (XMO) Compared to Service Management Office (SMO).	✓		Slides 200-203, 217
02	03	Defining the XMO.	✓		Slides 204, 213
02	04	What is meant by / is involved in the Execute key concept: XMO Core Responsibilities.	✓		Slides 205-211
02	05	What is meant by / is involved in the Execute key concept: Watermelons, Limes, and Reverse Watermelons.	✓		Slides 38,39, 214
02	06	What is meant by / is involved in the Execute key concept: Where to start.	✓		Slide 212
02	07	What is meant by / is involved in the Execute key concept: Communications Strategy.	✓		Slides 215-216
02	08	What is meant by / is involved in the Execute key concept: The Gungör model for XLA versus SLA comparison.	✓		Slide 214

Syllabus Area Code		Syllabus Area :	Foundation	Practitioner	Primary References
MB		Experience Optimization Framework Phase 6 – Embrace			
Level	Topic				
Recall terms and key facts about the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to recall:					
01	01	The purpose of the Embrace phase.	✓		Slide 221
01	02	The key concepts of the Embrace phase.	✓		Slide 225
Understand the Experience Optimization Framework and its phases, key concepts and associated models, methods, tools and techniques, as they relate to the syllabus area. Specifically to identify:					
02	01	What is meant by / is involved in the Embrace key concept: Experience Governance.	✓		Slides 227-228
02	02	What is meant by / is involved in the Embrace key concept: Experience Improvements.	✓		Slide 229
02	03	What is meant by / is involved in the Embrace key concept: Data Collection Timings.	✓		Slides 230-232
02	04	What is meant by / is involved in the Embrace key concept: The Gravity of Average Performance.	✓		Slides 233-234
02	05	What is meant by / is involved in the Embrace key concept: Changing Nature of XLAs.	✓		Slides 217, 235
02	06	What is meant by / is involved in the Embrace key concept: The Experience Ecosystem.	✓		Slides 236-238