



The Experience Course

Welcome to the FreeState Experience Course, developed and taught by Adam Scott and Dave Waddell, experience design practitioners at masterplanning agency FreeState and authors of The Experience Book.

Why is it needed?

The Experience Course has two interrelated objectives. One, to explain the everyday experience of individuals and groups in the context of human evolution, psychology, and culture. Two, to bring this understanding to bear on how individuals, businesses, and organisations might better think, feel, and act when designing for the experience of where we work, live, and play.

Audience meets content



Who's it for?

Experience is everything. From a general interest perspective, therefore, The Experience Course will suit anyone interested in the human condition and how to better apply their learning to the everyday. More specifically, however, it is designed for businesses and organisations seeking to improve the experience of their stakeholders, be they their employees, customers, partners, or the wider community. This is a training that helps businesses and organisations improve, become more competitive, and attract and retain talent.



What is it?

The Experience Course is based on an experience-led approach to delivering on organisational change and on the projects that bring about that change. For over twenty years, FreeState has helped pioneer the approach in its work with a whole host of clients, large and small, private and public. *The Experience Book* is a thorough exposition of the philosophy and practice of experience design.

Four-part foundation

How is it structured?

The Experience Course consists of a series of foundational and sector-specific courses, accessed online by groups of between eight and 16 and hosted by two facilitators: Adam Scott and Dave Waddell.

This four-part foundation course includes both theoretical and practical elements on the designed experience, while the Sector courses help individuals and teams apply that knowledge to their own organisations.

Ideally, participants will begin with the foundational course and then move onto a sector-specific course. There are short and long foundational courses and five sector-specific courses, covering student, passenger, employee, community, and customer experiences.

Each short course consists of four three-hour modules. For example, the short foundational course includes:

01

A CULTURAL APE

The philosophy and neuroscience of consciousness; psychology and identity; and evolutionary dynamics.

02

A QUESTION OF STRATEGY

Storytelling, user journey, research, purpose and vision, and a whole eco-system approach.

03

DESIGNED WITH LOVE

Storyboarding, experience mapping, programming, and placemaking.

04

BROUGHT TO LIFE

Action and activation; feedback loops and continual improvement; and measuring success.

Format and facilitators



How is it taught?

Each course will be live facilitated, employ a mix of learning styles, with participants engaging in individual and group tasks, and give plenty of opportunity to discuss and evaluate. The aim is that they are fun, fascinating, and useful. We want you to leave inspired, full of ideas, and with the tools to make change happen.



Who's teaching it?

All courses will be joint facilitated by Adam Scott and Dave Waddell.

An architect, stonemason, designer and podcaster, Adam is a Cannes Lions Gold winner, a sought-after keynote speaker and co-founder of FreeState. A design strategist, writer and one-time whisky aficionado, Dave has authored and co-authored several books, including the architectural monograph *From Now On*.

Both Adam and Dave are experienced teachers. Adam is a visiting fellow at Central Saint Martins. Dave was a primary school teacher and special needs co-ordinator. Both facilitate workshops as part of their work for FreeState.

DAVE@FREESTATESTUDIO.COM
ADAM@FREESTATESTUDIO.COM
FREESTATESTUDIO.COM

FREESTATE

