Strategic design of multi-point experiences to enhance tacit knowledge transfer
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Design tips to elevate the participant experience at live, multi-point engagements, increase impact and drive outcomes.

1. Design across multiple platforms – the more screens your design can fit the better. Prioritize responsive design—let your audience members choose how and how much they participate and let each control preference settings – including privacy settings.

2. Use snackable content -- design for an attention span ½ of what you think it is. Precision is your watchword – know the key messages and have a succinct theme and delivery pitch. Connect through images – you will make messages more visually appetizing and digestible. Don’t forget text – but always be completely on point and eliminate excess.

3. Create products and solutions that enable your audience members to do the same – enable them to collaborate with and help those who matter most, TO THEM. Educate and build expertise. Assume that your audience members want to be experts and help them meet this goal.

4. Design inclusively. Your audience is more diverse than you know. Focus on similarities and connect via collaboration and live-streaming technology. Inspire your audience with social causes to rally behind and support.

5. Stay a step ahead – your audience members think fast because information moves fast. They will also have and share opinions fast. So, feed your audience members’ curiosity and tap into their entrepreneurial spirit.

6. Become a student in search of deep knowledge about your audience—what they want, and, most importantly, how to communicate it to them quickly and with impact.