DEVELOPING AN EFFECTIVE EXPERIENCE DESIGN COMPETENCY MODEL

The customer experience has quite rightly taken center stage in product and service design, increasing demand for experience designers. At BIF, we need qualified experience designers at all levels to help us deliver on our value proposition: To help leaders to design new, transformational business models and test them in the real world.

Our business model design work requires cross-disciplinary thinking. This kind of thinking is best developed in an education that’s a mashup of design school and business school. An increasing number of schools offer this dual major, but most people have backgrounds in one or the other.

This makes recruiting good experience designers difficult. Further, the job description and hiring process for experience designers is fluid, at best.

So we developed a competency and career progression model for experience designers, to help us recruit, motivate, and retain talent. Here’s our approach.
At the Business Innovation Factory we believe that you should be in a position to drive and advance your own career. It is our job to support that growth and enable you to do your best work.
EXPERIENCE DESIGNER

COMPETENCIES

Understanding the key competencies (capabilities and behaviors) you need to consistently demonstrate for growth will enable you to thrive at the Business Innovation Factory. Use this map as the foundation for career planning and performance discussions with peers and leaders.

MISSION
Everything we do stems from our mission to help leaders safely design and test new business models and social systems.

VALUES
Our values, expressed in the BIF Genome, are essential to achieving our mission. They are the common set of traits that define our people, our work and our culture. As a member of the BIF team you are expected to find ways to connect, inspire and transform in all that you do here.

Co-Created with XPLANE®
Experience Designer roles at BIF are the catalyst to achieving our mission. You will have the opportunity to progress through for key roles.

Accelerated paths are possible with exceptional performance, consistent results and appropriate levels of project complexity.
We hire great people to work at BIF and set high expectations for how we see individual effectiveness.

Progressing in the role requires you to demonstrate your competencies with increased independence, bring fresh thinking and find ways to coach and grow others.

For each competency, proficiency levels have been identified that correlate to expectations for each of the four key roles.

**INDIVIDUAL COMPETENCIES**

**SENIOR EXPERIENCE DESIGN LEADER**

- Consistently provides new and alternative approaches to analysis and solution-building responsive to client needs. Builds capability in others to translate insights into transformative solutions.
- Guides others on the design and facilitation of workshop events, encourages new approaches and coaches others on design and facilitation capability across the organization.
- Directs the implementation of creative vision ensuring alignment to project scope and the landscape of the social sector or topic. Coaches and teaches others to build stronger creative storytelling capability across the organization.

**EXPERIENCE DESIGN LEADER**

- Oversees customer experience research, insight and solution development. Ensures development of compelling insights and transformational solutions.
- Elevates workshop design and facilitation to meet the scope and desired outcomes of increasingly complex work. Facilitates higher-risk workshops with more senior participants.
- Drives the development, coordination and execution of the creative vision. Departs from what has been done before to create unique, compelling assets. Reviews and enhances the outputs of other team members.

**SENIOR EXPERIENCE DESIGNER**

- Independently develops and implements customer experience research plans and identifies actionable insights/solution ideas.
- Independently develops workshop design and takes on facilitation responsibility. Recognizes when to course-correct and shift the facilitation approach in the moment.
- Takes ownership to develop project assets with little to no oversight from other project team members. Leverages past experiences and examples to develop tailored content and assets for the specific client need.

**EXPERIENCE DESIGNER**

- With direction successfully implements customer experience research plans and contributes to insight and solution development.
- Contributes to workshop design and facilitation. Develops compelling workshop materials. Successfully handles workshop logistics and communication.
- Supports the development of project assets through effective visual and written communication skills with limited oversight from project leads. Recognizes and takes initiative on complex projects.

**Demonstrates strong analytical skills to identify actionable market/customer insights and transformative solutions/business models.**

**Contributes to workshop design and facilitation. Develops compelling workshop materials. Successfully handles workshop logistics and communication.**

**Demonstrates creativity in developing compelling project outputs and storytelling assets.**
Plays, executes and leads customer experience research/opportunity assessment projects.

LEADS COMPLEX OPPORTUNITY ASSESSMENT PROJECTS FOR IMPORTANT SENIOR-LEVEL CLIENTS. CLIENTS CONSISTENTLY ADOPT RECOMMENDATIONS LEADING TO SOLUTION DESIGN PROJECT OPPORTUNITIES.

Plays, executes and leads solution/model design, prototyping and testing projects.

LEADS COMPLEX SOLUTION DESIGN, PROTOTYPING AND TESTING PROJECTS FOR IMPORTANT SENIOR-LEVEL CLIENTS. CLIENTS CONSISTENTLY ADOPT RECOMMENDATIONS LEADING TO FOLLOW-UP WORK.

Plays, executes and leads organization strategy and development projects.

LEADS COMPLEX ORGANIZATION STRATEGY AND DEVELOPMENT PROJECTS FOR IMPORTANT SENIOR-LEVEL CLIENTS. CLIENTS CONSISTENTLY ADOPT RECOMMENDATIONS LEADING TO FOLLOW-UP PROJECTS.

COMPETENCIES

Growing in your role will require demonstrating capability across our solutions, clients and markets.

For each competency, proficiency levels have been identified that correlate to expectations for each of the four key roles.

EXPERIENCE

Our solutions are rarely routine. To deliver great work, we expect you to continually deliver project work of increasing complexity, size and span.

DESIGNER

SENIOR EXPERIENCE DESIGN LEADER

LEADS COMPLEX OPPORTUNITY ASSESSMENT PROJECTS FOR IMPORTANT SENIOR-LEVEL CLIENTS. CLIENTS CONSISTENTLY ADOPT RECOMMENDATIONS LEADING TO SOLUTION DESIGN PROJECT OPPORTUNITIES.

Plays opportunity research/opportunity assessment projects producing compelling insights, transformative solution recommendations and satisfied clients.

LEADS SOLUTION PROJECT TEAMS AND CLIENT COORDINATION EFFORT. INDEPENDENTLY MAKES COURSE CORRECTIONS BASED ON MARKET AND CLIENT INPUT.

LEADS COMPLEX SOLUTION DESIGN, PROTOTYPING AND TESTING PROJECTS FOR IMPORTANT SENIOR-LEVEL CLIENTS. CLIENTS CONSISTENTLY ADOPT RECOMMENDATIONS LEADING TO FOLLOW-UP WORK.

Plays, executes and leads customer experience research/opportunity assessment projects.

SUCCESSFULLY CONDUCTS ETHNOGRAPHIC RESEARCH, COLLECTING DATA AND MINING FOR CUSTOMER EXPERIENCE AND MARKET INSIGHTS.

SUCCESSFULLY CONTRIBUTES TO SOLUTION/MODEL DESIGN, PROTOTYPING AND TESTING PROJECTS WITH DIRECTION.

LEADS ORGANIZATION STRATEGY AND DEVELOPMENT PROJECTS. COORDINATES WITH CLIENT SPONSORS AND TEAMS.

EXPERIENCE DESIGN LEADER

Plays, executes and leads solution/model design, prototype and test projects.

SUCCESSFULLY CONTRIBUTES TO ORGANIZATION STRATEGY AND DEVELOPMENT PROJECTS AS DIRECTED.

SUCCESSFULLY CONTRIBUTES TO SOLUTION/MODEL DESIGN, PROTOTYPING AND TESTING PROJECTS WITH DIRECTION.

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Team Competencies

Working together effectively is a hallmark of BIF teams whether you are a team member or leader.

We all play teaming roles with peers, projects and clients. To do that, you must expand beyond your individual responsibility and broaden your team effectiveness.

For each competency, proficiency levels have been identified that correlate to expectations for each of the four key roles.

Senior Experience Design Leader

- Coaches others and leads process improvement efforts around project management practices, budgeting resource allocation for the firm and provides oversight and quality assurance for multiple projects.
- Identifies opportunities to strengthen BIF's talent pool. Serves as a role model both internally and externally to help attract and retain new talent. Inform future talent thinking and planning.
- Manages clients at higher levels within the organization and is seen as a trusted advisor. Clarifies and adjusts to client expectations by anticipating client needs and bringing forward proactive solutions.

Experience Design Leader

- Leads a diverse team of staff and contractors to deliver against client expectations and internal project success metrics for complex, large scopes of work. Plans for and addresses project issues and risks, and develops mitigation strategies.
- Takes advantage of every project and task assignment to coach and develop others within BIF. Serves as a role model for entire experience design team.
- Incorporates advanced client management skills at various levels within the client organization. Actively manages and communicates status of projects and demonstrates responsive problem solving and adjustments to plans.

Senior Experience Designer

- Independently manages own work tasks and schedule. Collaboratively develops plans and timelines with project teams and takes ownership for less complex projects or components for more intricate projects.
- Helps onboard others to the organization and shares learnings from prior work to accelerate the development of others.
- Actively participates in client meetings including planning and facilitation. Acts independently in client interactions and demonstrates strong communication skills. Is seen as a partner and advisor to project-level client team members.

Experience Designer

- Consistently commits to and delivers on assigned tasks. Proactively communicates status as expected and seeks direction from Project Manager as needed.
- Takes ownership for one's own development and engages others as appropriate to seek guidance and insight.
- Contributes to internal and client interactions within project context and supports the team in development of stronger relationships.

Demonstrates strong analytical skills to identify actionable market/customer insights and transformative solutions/business models.

Creates a positive environment by coaching, mentoring and developing BIF talent.

Creates and strengthens strong and sustainable client relationships.

Experience Designer Senior

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- Creates a positive environment by coaching, mentoring and developing BIF talent.
- Creates and strengthens strong and sustainable client relationships.

Experienecd Designer Senior

- Performs and manages complex projects and client engagements with minimal supervision. Designs and delivers against complex business and client needs.
- Leads a diverse team of staff and contractor to deliver high quality, on time, on budget results.
- Acts independently in client interactions and demonstrates strong communication skills. Is seen as a partner and advisor to project-level client team members.

Business Innovation Factory
CONTRIBUTES TO BIF’S MARKET AND COMMUNITY POSITIONING.

Demonstrates consistent and genuine alignment with BIF values.

Contributes to BIF’s pipeline of sponsored projects.

Holds self to high work standards aligned with BIF’s values and mission. Demonstrates aligned behaviors on all work activities. Works out loud.

In addition to high personal work standards also recognizes and reinforces aligned behaviors in other BIF team members. Shares our values externally.

Acts as a role model for the values and behaviors expected at all levels of the organization and is seen as an example for how to demonstrate internally and externally.

Elevates our mission and finds new ways to embed values in the way the organization operates internally and interacts with clients and external audiences. BIF ambassador in all settings.

Supports proposal development work and contributes to sales process as directed.

Independently develops proposals and sales support materials contributing to sales process as directed.

Supports proposal development work and contributes to sales process as directed.

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