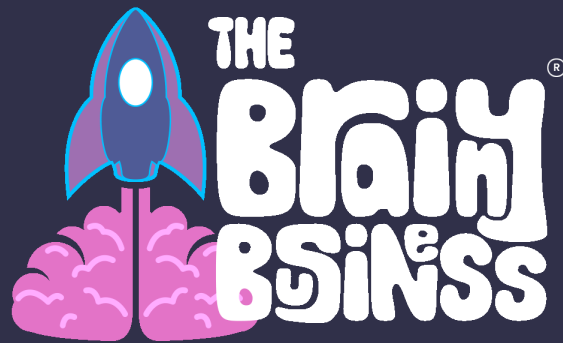


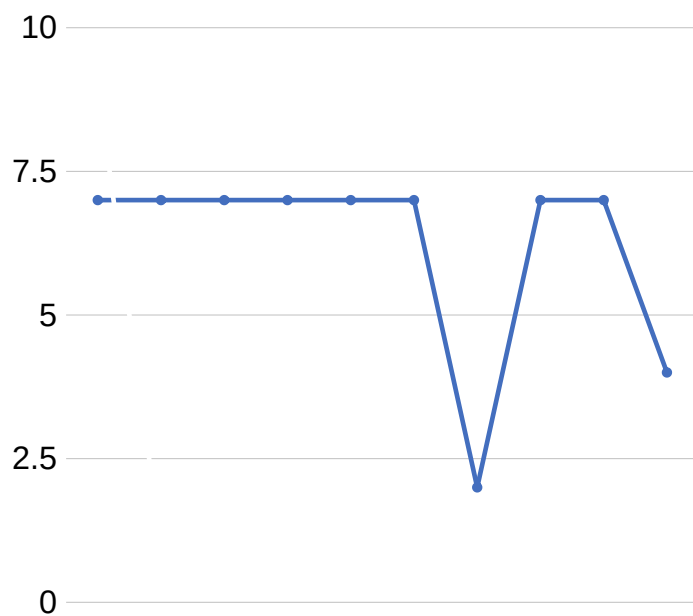
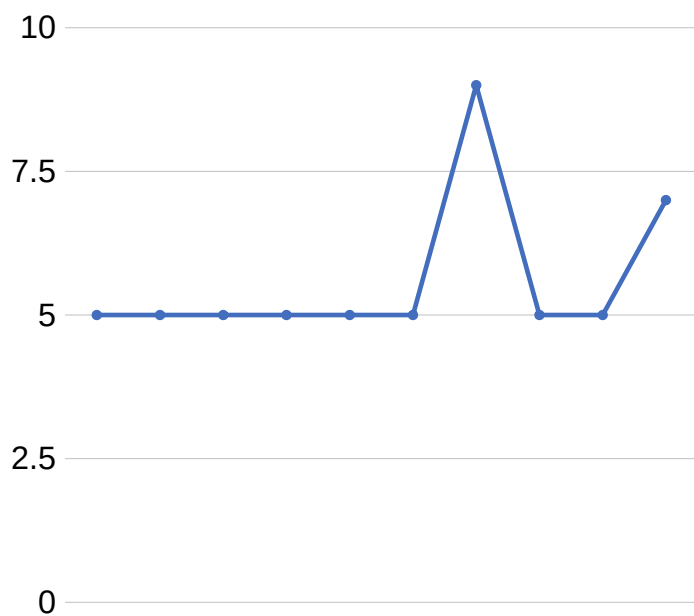
PEAK-END RULE

WORKSHEET



When reflecting back on an experience and evaluating "how it was" we don't look at all the data points. Instead, only two (the peak and the end) really matter.

Which is the better experience overall?



ANSWER: An average of all points make it seem the second experience is better (6.2 versus 5.6), but when the Peak-End Rule is applied the average for the first scenario is an 8, while the second is only a 3.

When it's a negative experience...

Duration neglect works in your favor, extend the experience to not end at the worst point. Write an example of this type of experience here:

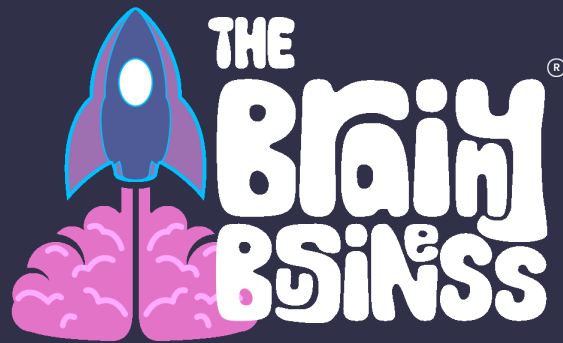
When it's a positive experience...

Ending at the highest peak can be a benefit (think fireworks finale). What are some peaks you could add to your experiences?

Not sure where to start? Use the next page to prioritize your experiences

PEAK-END RULE

WORKSHEET



Where to start? Use this page to prioritize and pick the most important experience.

FIRST, LIST OUT ALL YOUR POSSIBLE EXPERIENCES

Once you have them, label each as a priority level 1, 2 or 3.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

NOW PRIORITIZE THOSE FROM GROUP 1 BELOW

Now you have a plan to start optimizing your experiences!

- 1 _____
- 2 _____
- 3 _____