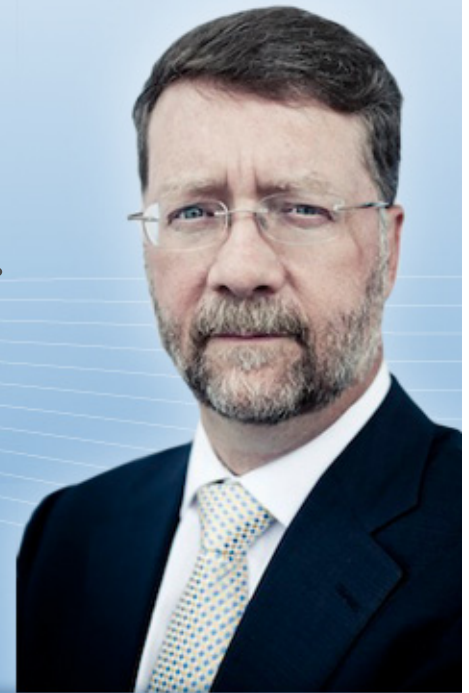
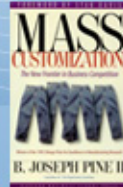
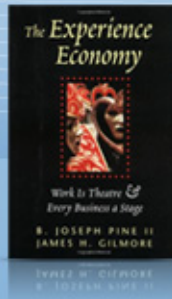




STONE MANTEL

Find the Experiences That Matter™

Author of *The Experience Economy*
joins Stone Mantel's team.



The world's best thinking on meaningful brand experiences

Stone Mantel welcomes Joe Pine to our team! The world's foremost authority on creating value from experiences, Harvard Business Review Press author of *The Experience Economy and Authenticity*—along with his latest book *Infinite Possibility*, Joe brings us the very best thought leadership from his continuing work with Strategic Horizons LLP.



STONE MANTEL
Find the Experiences That Matter™

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Joe Pine

If you don't know Joe, you are in for a treat. His books have changed how the business world thinks—beginning with his first book *Mass Customization*, including the 2011 release of an Updated Edition to *The Experience Economy*, and continuing to *Infinite Possibility* and beyond. He has consulted with hundreds of companies, bringing value to tactics, strategies, and game-changing, industry-disrupting innovations. Joe's discoveries—the new frontier, the new economy, the new consumer sensibility, and now the new ways digital technology enables us to fuse the real and the virtual—make him one of the greatest business landscape explorers of our time.

Stone Mantel

As some of you know, Dave Norton, founder of Stone Mantel, developed the first insight methodology based on Pine's work. Since 1999 Pine and Norton have been collaborating together with clients who want to create meaningful experiences with high returns on investment. **Stone Mantel is recognized by its world-renowned clientele as the very best insights consultancy for solving tough brand and experience challenges.** **The Mantel MethodSM** helps organizations develop business strategies and experience offerings that create real economic value and take companies into new frontiers of innovation.

For 2012, our focus will be on:

- Powerful new methodologies to address digital technology in customers' experiences
- Deeper insights into consumer behavior in experiences within slow-growth or no-growth economies
- A focus on retailing, key moments, customer journeys, and profitability
- New seminars and workshops on creating business strategies based on customers' experiences
- Finding the experiences that matter



Stone Mantel Offerings

The Mantel MethodSM is the foundational methodology for creating meaningful brand experience. It informs all of our solutions, including new offerings in

- Business Strategy
- Experience Requirements
- Consumer Behavior Modeling
- Brand Strategy
- Goods/Services/Experience Innovation
- Research
- Collaborations

And it is the basis for three new workshops:

- The Meaningful Experiences Tour
- Designing Business Strategy (see more below)
- The Infinite Possibilities Workshop
- The Brand Truth Workshop

Check out our new web site to learn more about

The Mantel MethodSM



The New 2012 DMI Seminar from Stone Mantel

Designing Business Strategy: Creating customer-centered, holistic strategies and tactics

Dave Norton, PhD Stone Mantel
Jeff VanDeVelde, SunTrust Bank
Bryan Searing, Stone Mantel
Whitney Stewart, SunTrust Bank

April 19-20
November 8-9

See www.dmi.org for details.

Customer-centered value proposition development, business strategy, and innovation principles are key requirements for any company that wants to delight its customers.

This seminar provides you with the skills you need to think about, lead, and deliver holistic, experiential organization-wide thinking to solve the biggest challenges your company faces. Designing business strategy takes you step-by-step through the systems-based thinking to **discover** new opportunities, **define** the requirements for success, **demonstrate** the value created, and **act** as an organization to execute. Using case studies and best practices, this seminar will help you learn:

- How to be intentional about business strategy as a design challenge
- How to create an insights agenda that gets the job done for customers
- Techniques for developing highly successful design personas
- How to articulate strategy for the entire organization
- How to develop experience design requirements for multiple channels
- How to get the organization to embrace the challenge

Who should attend:

This seminar is appropriate for design leaders within corporate environments who are looking to guide corporate innovation across multiple channels.