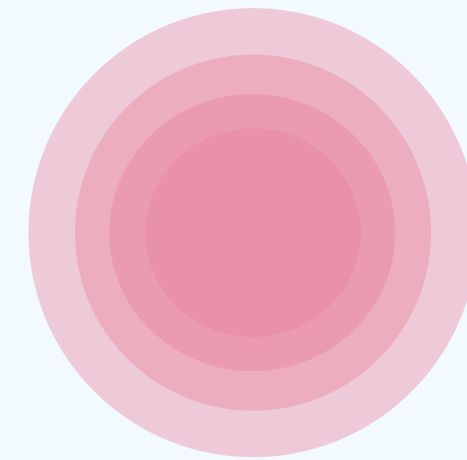


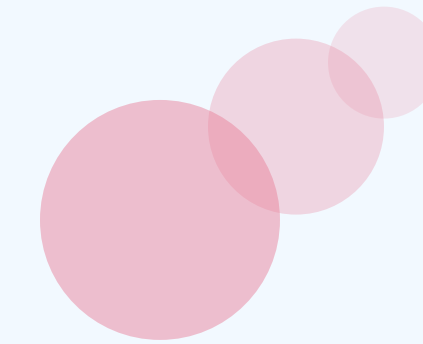
### 1. Opportunity

Understanding the gap between the customer's current and ideal self



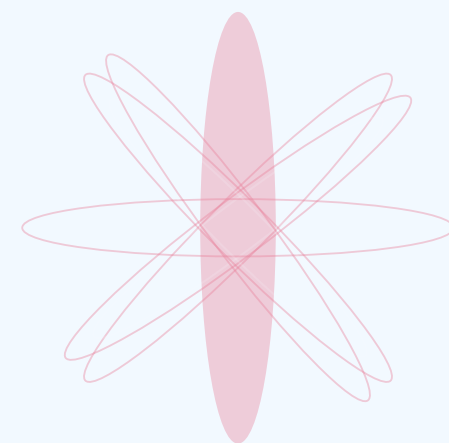
### 2. Transformative Proposition

Closing the gap through a transformative promise



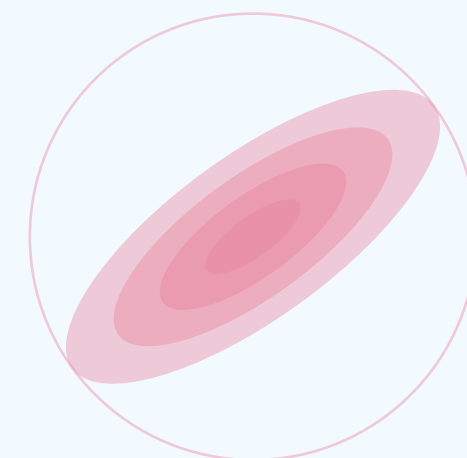
### 3. Emotional Needs

Understanding the emotional charge of each need as a navigation system for the transformation



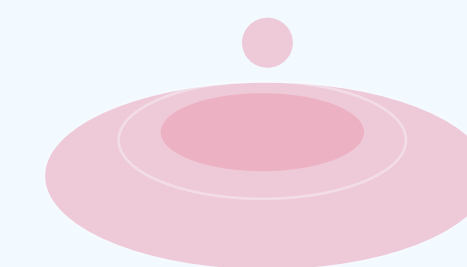
### 4. Relationship Exchange

Understanding the flow of energy and information that defines a relationship



### 5. Experiencing self

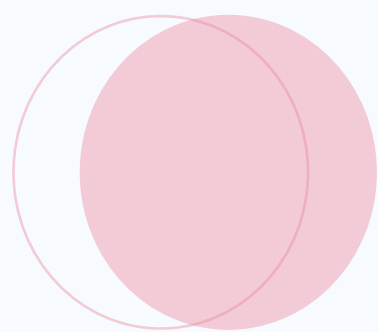
Defining the external world and internal world of the customer and their impact on each other



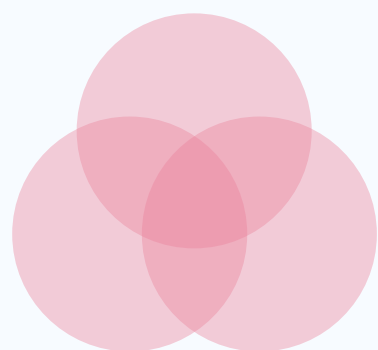
### 6. Enabling capability

Defining the expression of culture that becomes the customer's lived experience

## Opportunity



Understanding the gap between the customer's current and ideal self

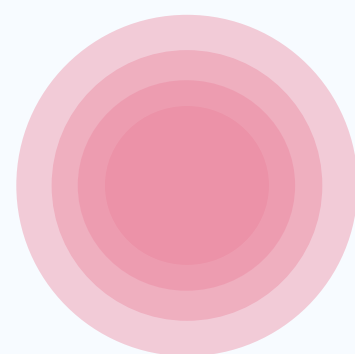


Feeling into and mapping the customers' needs and self concept and developing a value proposition

**Workshops, focus groups, in depth one on ones**

Frameworks include:  
Self concept model  
Emotional experiences  
Relational system and models  
Values elicitation  
Ecosystems and context  
User experience  
Heuristic evaluations  
Behavioural analysis, ethnographic  
Attitudes  
Emotions  
Phenomenological

## Transformative Proposition



Closing the gap through a transformative promise

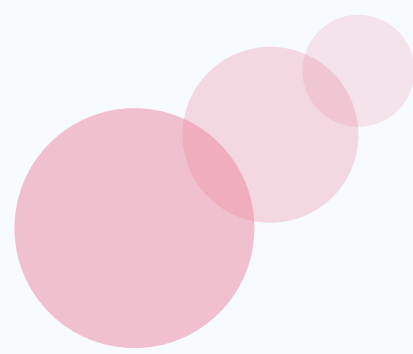


Translating a value proposition into a transformative promise

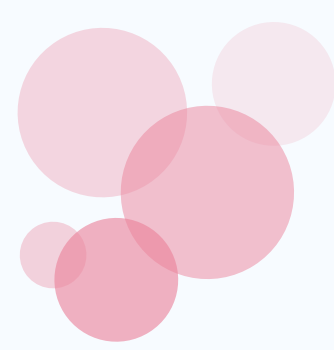
**Workshops, focus groups, in depth one on ones**

Developing a co creation team including:  
Stakeholders  
Customers  
Channel Stakeholders  
  
Co create a transformative promise developed from the value proposition or integrate a product and service into an existing brand promise

## Emotional Needs



Understanding the emotional charge of each need as a navigation system for the transformation

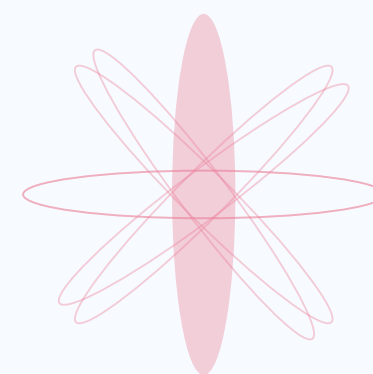


Probe into emotional expression of needs

**Workshops, focus groups, in depth one on ones**

Probe into feeling states around needs  
  
Understand the purpose of the feeling to help the individual get their needs met including feelings of:  
Confusion  
Surprise  
Anger  
Fear  
Love  
Fun

## Relationship Exchange



Understanding the flow of energy and information that defines the relationship



Understanding the reciprocity in the brand relationship expressed as energy and information

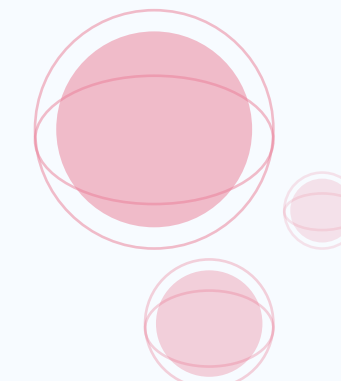
**Workshops, focus groups, in depth one on ones**

Understanding the archetypal nature of the specific energy and the intended exchange of meaning and how this defines the relationship.  
  
Archetypes can include those that define a societal or professional roles or one that upholds a self concept.  
  
Understand the relationship as a system with positive and negative affect and win-win and win-loose potential.  
  
Exploration of the meaning behind specific symbols and the significance of the information architecture.

## Experiencing Self



Defining the external world and internal world and their impact on each other

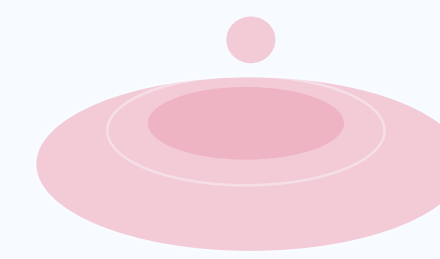


Describing the experience at the emotional level and linking it to thoughts, feelings and self concept

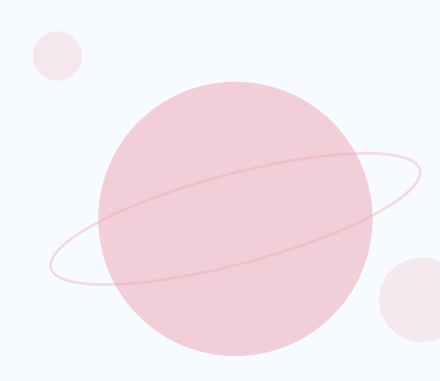
**Workshops, focus groups, in depth one on ones**

An exploration of the defining experiences of the customer relationship.  
  
What are the key modalities of the experiences, sights, sounds, touch, taste and smell?  
  
What are the emotions that define each experience?  
  
How does the experience sit in relation to self concept and world view?

## Enabling Capability



Defining the expression of culture that becomes the customer's lived experience



Alignment of human performance to customer experience

**Workshops, focus groups, in depth one on ones**

Establishing the requirements and conditions that need to be in place for a specific customer experience to occur.  
  
Expressing the customer experience as a business capability and defining the business enablers to deliver consistency.