



The Convention & Visitors Bureau

presents

A Look at



Where in the World the World is Going

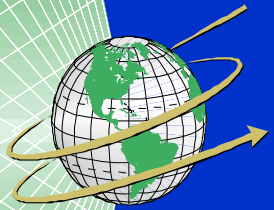
with
Warren Evans

Courtesy Zoe Training, Denver

Nov. 13/08

You can do this

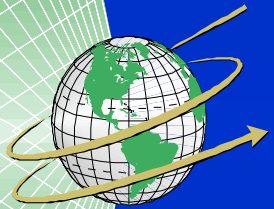
**success is
more about
courage
than
capability**



Winning:

~~creating brilliant ideas~~

**disciplined execution
of good ideas**



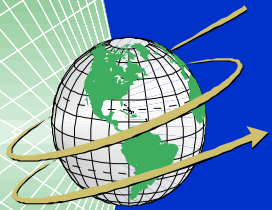
On a Thursday celebrating 99 years:

➤ **macro-trends**

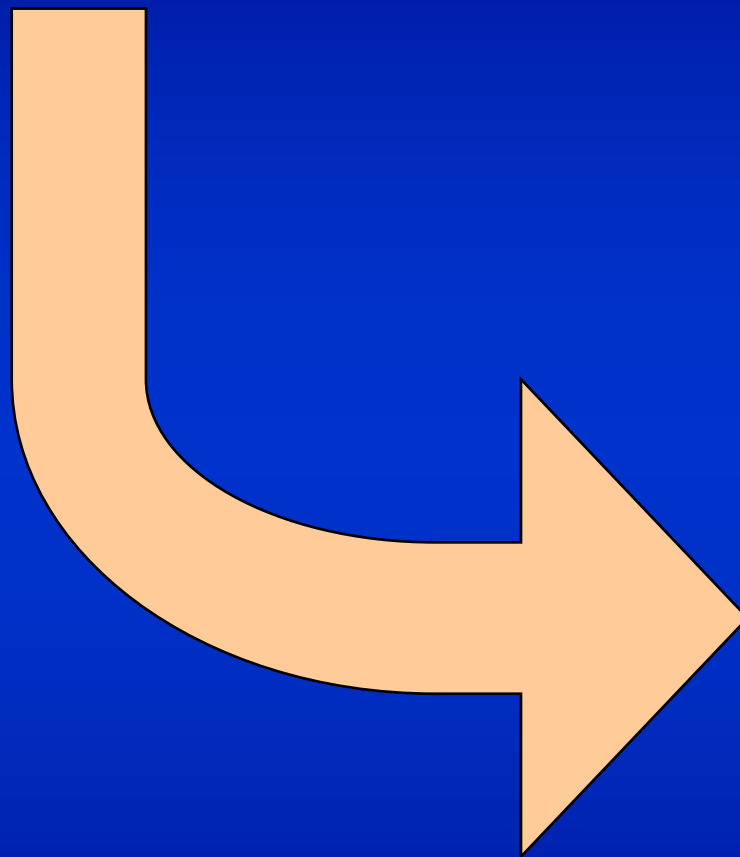
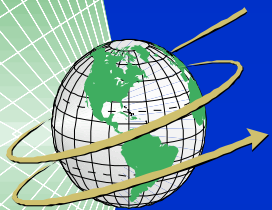
- branding
- alliances & networks
- psychographics
- technology

➤ **implications**

- strategies in action
- custom presentations

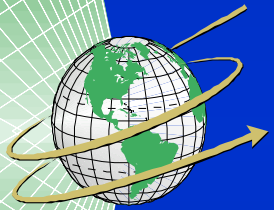


technology



technology creates transparency:

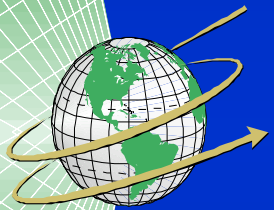
gethuman.com



Our goal is to improve the quality of customer service and phone support in the US. This free website is run by volunteers and is powered by over one million consumers who demand high quality phone support from the companies that they use.

Car pricing texts ***(Holland & England)***

“gang buying” - China





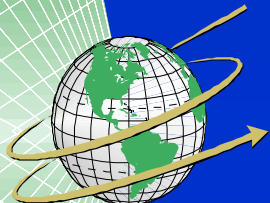
This just in . . .

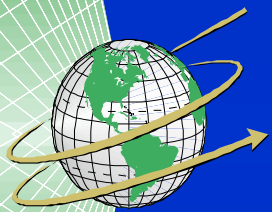
Friday, November 7th, 2008

U.S. Dept. of Energy;
Renewable Energy Lab

Has created a solar panel with
40.8% sun-to-energy efficiency

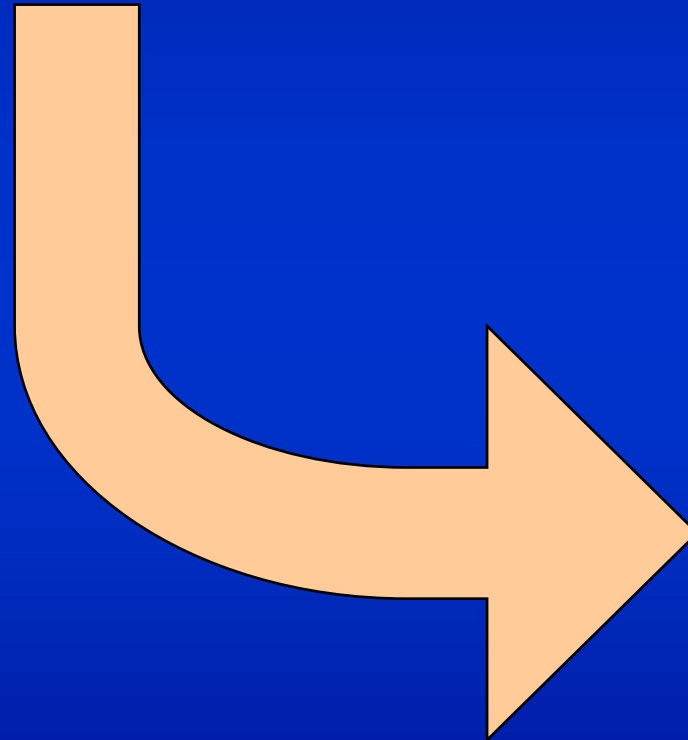
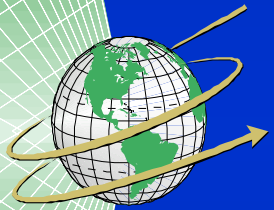
Today's best residential panels have
18.1% efficiency.



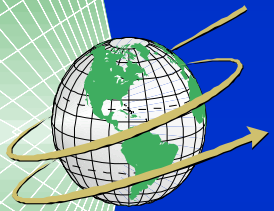


**What's new in
the last 90
days ?
Next 90 ?**

psychographics



Children of the 60's & Gen Y



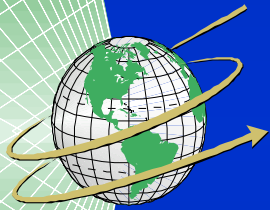
**Control Freaks
and the
Just for Me:
Right *NOW*
market**



Change masters

Control freaks

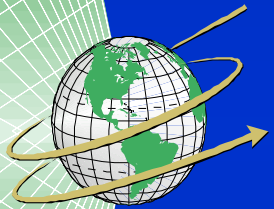
Obama's infomercial pulled more viewers than the last episode of American Idol

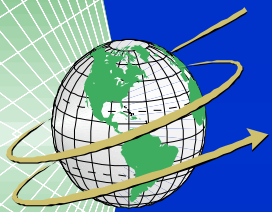


the Dummies series:

**simplify, and add
personality . . .**

great resonance in marketplace

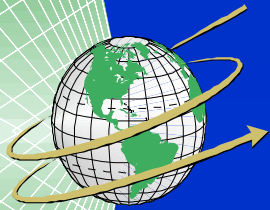




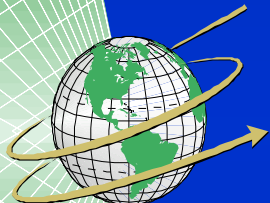
**It's all about
options
&
control**

micro-marketing:

**Chicken Soup for the Teenage Soul
sold 3,000,000 *more* copies in 1 year
than the original
Chicken Soup for the Soul
sold in 3 years.**

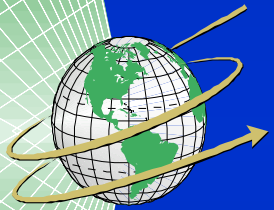


- 
- + **Green meetings - PCMA**
 - + **'eco-wedding' magazine**
 - + **insurance: the sheilas - UK**
www.sheilaswheels.com
 - + **Scooters for women – India**
 - + **iLove magazine (Aust)**
 - + **Gay & Lesbian tourism USA**
 - + **Taxi's for women – Moscow & Tehran**
 - + **'Burqini – Australia** (Ruqaya Al Ghasara)
 - + **Beer for Women – Poland**
 - + **Unemployment stats – Colorado area**



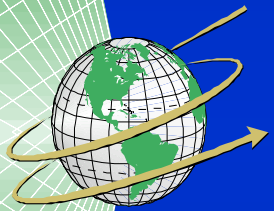
**How can you
re-bundle your
offerings
???**

branding

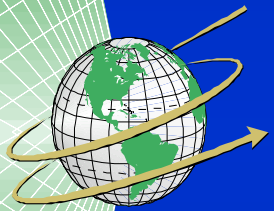


We don't own our brand anymore.

**The conversation in
the 'omniblog'
defines our brand.**



branding



**Increasingly,
personality
is
the brand**

It's all around us, if we'll notice

**“ I wouldn't have seen it
if I hadn't believed it ”**

Marshall McLuhan



virgin companies

Luggage sizers

77th street Singapore

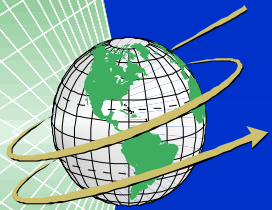
Green taxi's

Road house opening

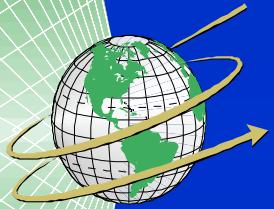
MFAA – mortgage assoc site

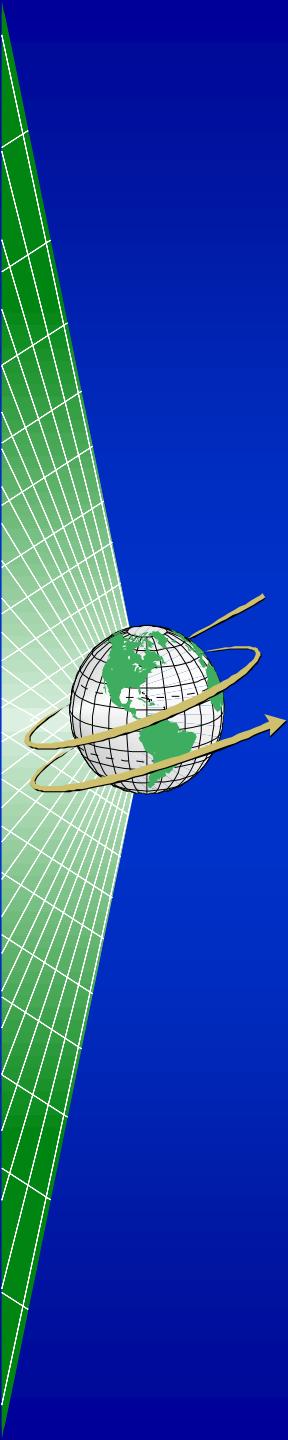
Q&A section - Australia

Apple's PC adverts



In this world:
character counts &
reputation rules

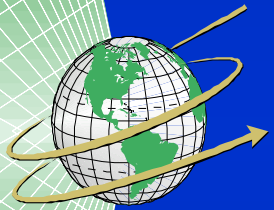




**What's your
personality ?
How does it
show ?**

alliances

Kindergarten wisdom . . .



**“ hold hands and
stay together ”**

Who has your client before you do?

Home Depot & AARP - USA

 Tim Horton's & the mint - Canada

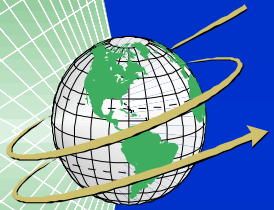
resort & publishers - Caribbean

Wynn Hotel & taxis - USA

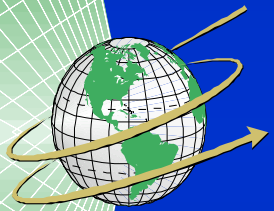
Westin & Gillette - Canada

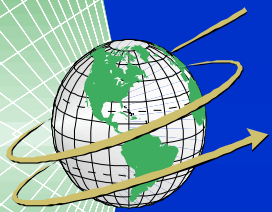
Apple & Nike - global

Relationships and alliances win



**The ability to do deals,
with strangers,
is a core competency
for the future**

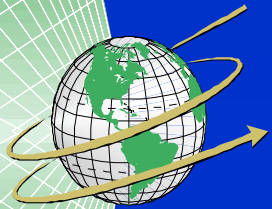




**Who *else*
should you be
having lunch
with ???**

Organisations

Key Strategies in Action



Organizations:

- **“simplification” gets hot**

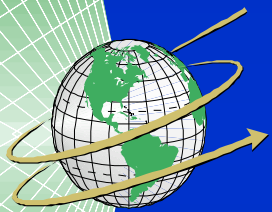
Real Simple magazine - USA

Mobile phone packages - Canada

‘paired’ wine – New York

GE Money: 63 days to 1, sales double

The Skype formula



Homework:

e-tickets

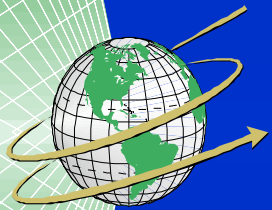
Old line carriers

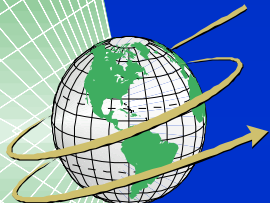
'new-style' discounters

Read the whole thing !

Then,

Read your "stuff"





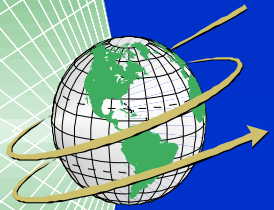
**What can
you simplify
???**

a place to start . . .

**What does
the staff hate ?**

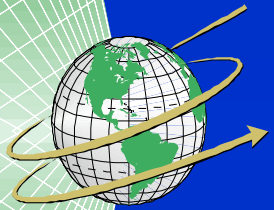
Organizations:

- “simplification” gets hot
- the Next service revolution
“*customer intelligence*”



Best buy – customer centricity USA

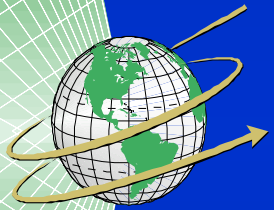
Tesco: 6 million different letters UK



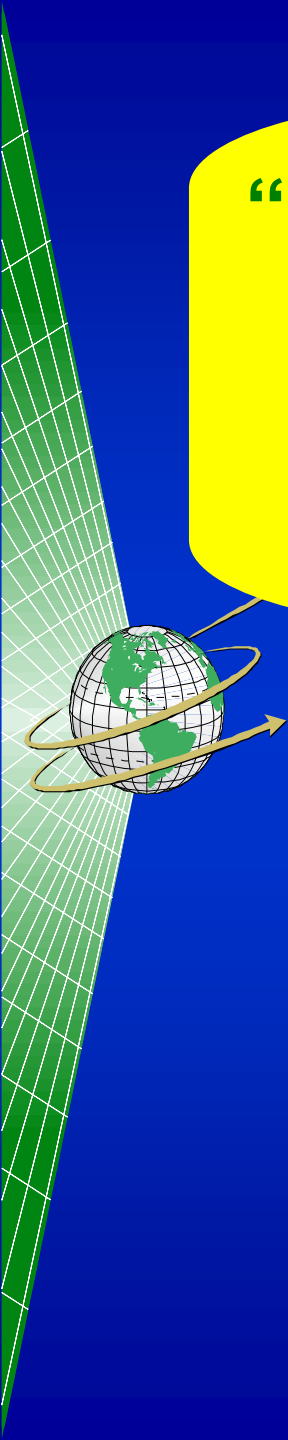
**Starwood's weather
forecast confirmation
e-mail - Australia**

Jitterbug cell phones - USA

**Yesterday, we kept our
customers because
they knew us.**



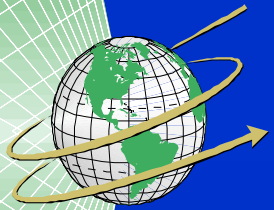
**Tomorrow we'll keep
them because
we know them.**



“Our plan is to lead the public with new products, rather than ask them what they want. The public does not know what is possible, but we do.”

Akio Morita
Sony

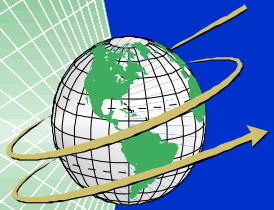
**“In ten years of developing the minivan,
not once did we get a letter from a
housewife asking us to invent one”**



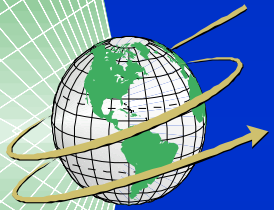
**Hal Sperlich
father of the minivan**

“If I had asked people what they wanted, they would have told me 'A faster horse.'”

Henry Ford



**What *else*
do we know
how to do
?**

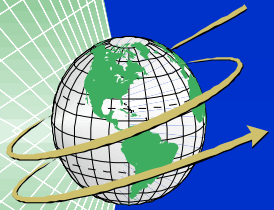


Just a thought . . .

**adapt what we're
hearing to fit into our
model**

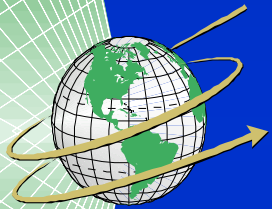
or

**adapt our model to fit
what we're hearing**



There's no competition out there

**Australian mortgage conference:
of 1500, one phoned !**



Most will do nothing !

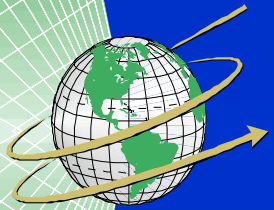
**Stay ahead of the pack:
do *something* !**

Winning:

~~creating brilliant ideas~~

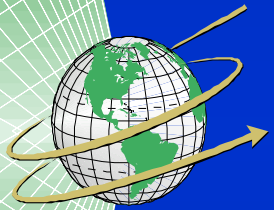
**disciplined execution
of good ideas**

And all good ideas will need refining



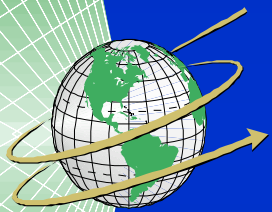
You can do this

**success is
more about
courage
than
capability**



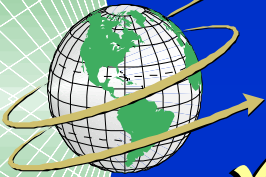
Taking Home

- ✓ are you harnessing technology ?
- ✓ can you re-bundle ?
- ✓ how's your personality ?
- ✓ who can you partner with ?
- ✓ where are you using your customer intelligence ?
- ✓ what can you simplify ?
- ✓ courage & execution !

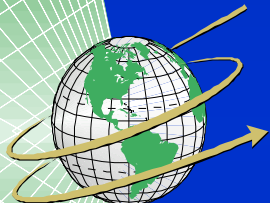


Finally:

**The market shall sit in judgment
between the quick and the dead.**



- ✓ **The rich do not bury the poor,
the creative bury the stagnant.**
- ✓ **The smart do not beat the dumb,
the flexible beat the rigid.**
- ✓ **The strong do not crush the weak,
the agile outperform the habitual.**



Thanks eh!

Warren Evans

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