

MIKE WITTENSTEIN:
Provoking Change
Long After He's
Left The Stage



8 Keynotes
10 Workshops
1 Focus*

* Helping CX Leaders Create Experiences
That Connect With Their Customers.

STORYMINERS®
EXPERIENCE MAKERS

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"I provoke my audience to think differently,
see things differently, and approach things differently—
on the day of the event, when they're back at work,
and for years to come!"

- Mike Wittenstein

Meet Mike

IBM'S former eVisionary,
award-winning speaker,
consultant and designer



The value of Mike's work is estimated at over **\$1.6 billion** in sales won, expenses cut, and brand value added.

Mike Wittenstein is the founder and managing partner at StoryMiners, one of the world's first experience consulting agencies. He leads strategy, experience design and story engagements. Mike connects and inspires. He works in English, Portugese, Spanish, and Russian.

Mike Is...	Mike Is Not...	Mike Has...
a generous storyteller who inspires people to learn more and make their own positive changes	the kind of presenter who juggles while riding in on a unicycle, walks on hot coals, or does stand-up comedy	earned the highest distinctions as a speaker (CSP, DTM), consultant (CMC), and experience designer (CCXP)
quick on his feet	going to waste your attendee's time	the ability to connect with everyone in the audience at a personal level
a truth-speaker	a shouter	a deep commitment to continuous improvement
easy to learn from	unprepared	invented leading-edge methods
comfortable and effective with large crowds – and small groups	full of himself	the experience of a working professional at the top of his game
	selfish about sharing his knowledge	



People don't sit in sessions just to hear others talk. Most use what they hear as a backdrop to think through their own immediate problems; to learn, to grow, to be inspired, and to decide.

Putting experience into everything he does...

As a designer of next-gen customer experiences and advisor to category leaders in retail, tech, and services, Mike doesn't just speak to people, he creates and delivers experiences. His stories inspire others and guide them to make new discoveries on their own. Discoveries that reveal the 'new obvious' and prompt action.

As an international keynote speaker, Mike starts by doing his homework. He learns about the employees, customers, and others who will be in the audience, then studies their business and day-to-day realities. This helps him connect authentically using the right words, stories, examples, and interactive moments.

Tapping the power of story...

Humans are wired for story. Mike taps into that, making each audience member the hero of their own story. This is one of the ways Mike helps them consider new ideas and see themselves as makers, not bystanders.

People don't sit in sessions just to hear others talk. Most use what they hear as a backdrop to think through their own immediate problems; to learn, to grow, to be inspired, and to decide. Mike knows that, so instead of writing presentations to inform, he crafts experiences that transform.



BNP PARIBAS

Making a Long Lasting Difference to Attendees...

Keynoting at a BNP Paribas client event for managing director Michel Fuyet earned the company a high multiple in PR and caused clients to start experimenting sooner with the company’s new embedded credit approaches.

“When we decided to host a customer experience conference in Bulgaria for more than 300 retailers, one of the best decisions we made was to hire Mike as our keynote presenter. Before he arrived and as soon as he got to Bulgaria, he thoroughly researched our market and then presented a thought-provoking program with concrete, real-life examples from both our cultures. In between his talks, Mike spent one-on-one time with our key partners to answer their questions and help them apply what they just learned. Just the media coverage we received online and in the papers and television was worth several times Mike’s fees. It was so successful that we are considering presenting this conference with Mike in the central region.”

Michel Fuyet, CEO
BNP Paribas Personal Finance



This high-growth fleet management company needed to get every employee in Mexico on board with delivering a better customer experience. Transformation Tours did the trick by making things personal and unforgettable.

“As a main stakeholder, my role is to drive change in our organization. Mike is so charismatic and knowledgeable. Everyone ‘gets him.’ Though his approach is soft, he asks the hard questions. It’s amazing how he prepared for our customer experience workshop and guided us through the process. We accomplished what we set out to do, which was to create awareness and gather insights to help us plan for the future.”

Marcio Hociko, SVP
LeasePlan México



Canada’s #4 telecom needed a faster way to define its next-generation customer experience. A customized 5-site videoconference workshop and facilitation supplied the needed direction.

“Mike led an exciting, inspiring and engaging workshop for over 40 customer experience leaders from across TELUS. His use of stories, case studies and thought leadership got the operational leaders to talking strategically about our “feasible futures” for customer experience. Mike was able to facilitate the conversation to define guide posts and design principles that we can use as we advance our customers - first aspirations.”

Arleen King, Managing Director



The go-to show for people who design, build, and maintain retail spaces, SPECS' annual event needed some fresh voices. A tailored program combining retail, tech, and customer experience trends—told in the retail language attendees understood—helped suppliers get on the same page with each other and bring new ideas to the retail brands they work with. Ideas that are already being incorporated into new builds.

"Mike Wittenstein is billed as an expert on taking big ideas and showing us how to apply them—and that is precisely what he provided for us. As the closing keynote speaker at our conference for retail headquarters executives who work in design, construction and facilities management, he fully customized his program to focus on what they wanted to learn. He arrived early to get to know them better and, during his program, walked around the floor to connect with everyone. Mike was engaging, entertaining and approachable. He was exactly what I wanted and that's why I have invited him to speak at a second conference next year as well."

Katherine Boccaccio, Conference Director
Chain Store Age

Thinking becomes
doing

As a working business strategist and IBM's eVisionary, Mike taught leading edge management theories, at IBM's Advanced Business Institute. As a consultant, he puts them into play.

Mike understands the added value of designing for adoption. For experience design projects, there's no better method of realizing results.

Today, the best organizational strategy today is to become adaptive. Each time there's a change to the experience (what the customers notice), the back end (where the work gets done) requires adjustments to operations, tech, and communications. Mike shows that the best experience designs also deliver the best operational results. He tells why. He also shows how.



Popular Keynotes that teach *and* inspire

Story As Strategy™

NEW FOR 2017. "Story as Strategy" reverses the thinking that strategy comes first. In quickly changing times, starting with story (the ones your customers want to share about you) is the best strategy.

The Best Experiences In The World

Inspiring and detailed stories from the best customer experiences in the world in multiple industries. Find out what the experience is, what makes it work, and why people love it. Also, discover how delivering a better experience actually makes the business better.

Intelligent Experiences

Technology is augmenting what humans can do. Tech is helping experiences designers deliver world-class experiences for their customers and employees. Finding the right combination of tools and rules--without frustrating your customers--is the key.

The Future of Customer Experience

Customer Experience has taken the world by storm--but it's far from over. Learn what's right around the corner and what you can do today to transform your business tomorrow.

How To Apple-ize Your Business

Apple reinvented customer experience (and tech, payments, music, and entertainment ;-). Learn how to apply the principles that made Apple's experience the world's best to your own business.

Anticipation

Anticipation in customer experience means knowing sooner. When you know sooner, you can serve customers better and do it at a lower cost.

Webinars

Get the same content as keynote but with easier scheduling and at lower cost (no travel expenses). Great for sharing info with audiences in different time zones and geographies. Available as a sponsored event.



Workshops guiding teams to make quality progress – quickly

Customer Experience 101

Half-day introduction to customer experience and customer experience design which focuses on improving a real experience.

How To Build A Journey Map

Half-day introduction or full-day practicum.

Undercover Customer

Full-day field excursion to capture and discuss information from the front lines of your business.

See What You Say™

Half-day or full-day exercises to discuss, develop, and detail customer experience ideas using professional artists who bring your teams' ideas to life.

Human Prototyping

Full-day session uses actors to let you make customer-focused decisions about service design and delivery earlier and with higher confidence than ever before.

Media Events

Including media at your event adds value through increased social traffic and public relations – and adds value in the eyes of attendees. We are experienced at handling media questions, working on camera, and giving valuable yet short responses.

Transformation Tours

Hands-on inspiration—anywhere in the world. Custom-arranged tours of leading CX brands who will share their customer, employee, and leader experience with you. In-person or virtual. Shaves years off of the learning curve for new CX leaders and their teams.

Experience 2021

Full-day immersive exercise to imagine the future of your brand or business, then discover what to change today to get the results you



Speaker? Consultant? Facilitator? All.

Some ways to use Mike and StoryMiners...

- The Retail Design Institute sponsored Mike for a **multi-city/country road trip** to introduce CX thinking to store designer members.
- Coral Promo hired StoryMiners speakers for an **8-city tour** in Russia to help Beeline Telecommunications earn more tech services revenue from corporate clients.
- LeasePlan Europe and LeasePlan Mexico hired Mike to **introduce customer experience** to their service design teams and conduct **follow-on executive workshops** to turn ideas into programs.
- Several national associations have asked StoryMiners to report on the 'state of the industry' from a customer experience perspective. **Undercover shopping** results were incorporated into keynotes and reports.
- Several consumer brands have used StoryMiners to **kick off their future experience initiatives** and to help with the follow-on **experience design**.
- Jim Ellis Automotive Group worked with StoryMiners to **develop improved service and sales experience ideas**, present them at their annual sales meeting, and work with dealer managers to bring them to life.
- Armstrong, Safeway, Blackrock, Clorox, Teleflora and other category leaders introduced their marketing teams to **journey mapping** with presentations/workshops delivered by StoryMiners.

We're a great fit if...

- You have big CX ideas
- You need to share your CX story
- Your leaders / teams need a coach
- You need someone who can turn heads and change minds
- You need the 'story' of CX before you build it
- You want someone who can make your people think. Hard.

The Process

Mike is just easy to work with.

Special clients. Special events.

RETAIL

Alternative Apparel
Armstrong Flooring
Barnes & Noble
BestBuy
BNP Paribas
Clorox
Dedeman (Romania)
Jacuzzi
Jim Ellis Automotive
National Vision
Party City
Publix
PrimeTime
Safeway
Sundance Spas
Teleflora
Transitions Optical

HOSPITALITY

Adelman Travel Group
Chick-fil-A
Coca-Cola (Turkey)
Holiday Inn Worldwide
Wingate
VOC Systems
Zaxby's

EDUCATION

Art Institute of Atlanta
CX University
Emory University
Georgia State University
Georgia Tech
Gwinnett Tech
Life University
MIT/ Sloan
University of Phoenix

TECH

Adobe Systems
Aperio
AT&T
Atlanta Tech Village
Beeline (Russia)
Blackbaud
Cable & Wireless
(Jamaica)
CEO Ventures
Chain Reaction
Decision Point Systems
G4 (Brazil)
Grupo, Inc. (Columbia)
HP
IBM
iPay Technologies
OmniVue
Ovation
SAP
Syscom Technologies
TELUS (Canada)
TimeTrade
TSYS
VC Systems
VOC Systems
Web MD

ASSOCIATIONS

ACEI
America Empresarial
(Colombia)
APRO
Ashton Media (Australia)
Atlanta Jewelry Show
Business Marketing Assoc.
CEX in the City
(Netherlands)
Chain Store Age
CPSI
CXPA
ECEW (UK)
Fast Casual
Future Stores
Georgia CXO Forum
Global Speakers Association
Hospitality Services &
Marketing Institute
Institute of Management
Consultants
ICEW (South Africa)
International Sleep Products
Association
Kettering Group
MCT (Turkey)
Meeting Professionals Intl.
Mission Society
MSPA (Portugal & Mexico)
NAIOP
National Speakers
Association
Personalization Summit
Public Relations Society
Pizza Executive Summit
Retail Connections
Retail CX Summit
Retail Design Institute
(Brazil)
SE Association of Facilitators
Vistage
World Business Research

SERVICES

America Empresarial
BARE (Switzerland)
BP
Childress-Klein Properties
Collins Project Mgmt.
Community Choice Credit
Union
Connor Partners
Diversakore
Elgia
Fizz
eSpeakers
Friendly Human
Iansiti Performance
Ice Box
Ideiateca (Portugal)
Jefferson National
KPMG
LeasePlan (Europe, LatAm)
LPL Financial
Ovation
PD Alpha
Progressive Logistics
Ride.com
Signature Bank
Stimmt (Switzerland)
The Consultants
(Romania)
The Focus Group (UK)
US Department of Health
and Human Resources
Vistage
Veenendaal Cave



StoryMiners creates experiences that connect with your customers. The kind of experiences your customers want to have. We're passionate about designing great experiences and helping companies build the capabilities that deliver them. We use story, strategy and design to help leaders sharpen their visions and deliver game-changing value for their customers—and their shareholders.

We specialize in working with CX Leaders who are new to their roles or have “young” teams.

Based in Atlanta since 2002, StoryMiners has operated, worked on 5 continents, and served over 500 clients.

No matter how hard you try or how much you spend, your brand can't be any better than what your customers experience.

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About 500 people are designated CMC Consultants.
About 1,500 people are designated CSP Speakers.
About 500 people are designated CCXP Designers.

**Only one person has earned all three designations.
That's right. It's Mike.**



Mike Wittenstein,
Founder and Managing Partner
StoryMiners

IBM's former eVisionary, Mike is an expert at the intersection of technology, story, design, and strategy. He helps leaders differentiate their brands through service and helps employees connect with their customers. Fluent in four languages, Mike also knows how to share the details that lead to success with customer experience. As a speaker, consultant, and designer, he shares insights, tools, and inspiration with people around the world.

Mike loves what he does. And it shows.