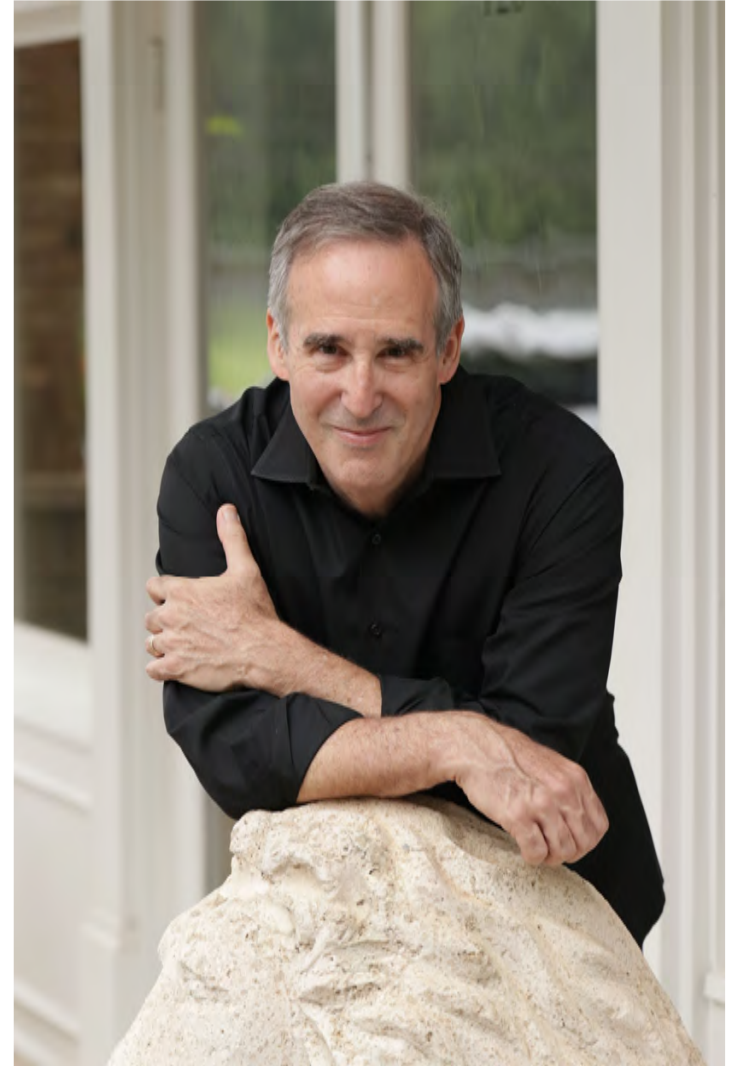


**EVERYTHING
STARTS WITH A STORY**

“

“TO TELL A GREAT STORY, LISTEN FIRST.”

MIKE WITTENSTEIN



HI, I'M MIKE

Strategist, Experience Architect, Storyteller

For 2022, leaders are telling me they want their organizations to be more adaptive, comfortable, intelligent, and efficient. They confide in me that managing by the numbers isn't cutting it. They want to introduce new capabilities to help make tackling what's next more successful. And, they tell me how much they want everyone to *get* their ideas and *get on-board* with making them real.

THAT'S WHAT I TALK ABOUT >



HERE'S HOW I COVER THAT



1 THE ABILITY TO ANTICIPATE

- change how you listen and what you listen for
- think in capabilities vs. processes
- focus on customer value creation and the bottom line

2 TAILORED SERVICES + EXPERIENCES

- journey maps
- jobs to be done
- experience design

3 RAVING FANS + LONG-TERM CUSTOMERS

- start service before the sale
- build check-ins 3 and 6 months after the sale
- create value unexpectedly
- share customers' stories back with them

4 EVIDENCE, EXAMPLES, CONFIDENCE

- use real-world stories
- show pictures and numbers



THIS ISN'T EVERYTHING. TALK TO MIKE FOR MORE.



SAMPLE TOPIC

**BUILDING YOUR BUSINESS WITH A
CUSTOMER-FIRST MINDSET**



DESCRIPTION

**EARNING RELEVANCE WITH CUSTOMERS IS THE FASTEST WAY TO
GROWTH AND ITS REWARDS.**

THIS DYNAMIC AND EVIDENCE-FILLED KEYNOTE WILL HELP YOU

--move from product to service thinking

--make your brand different and better

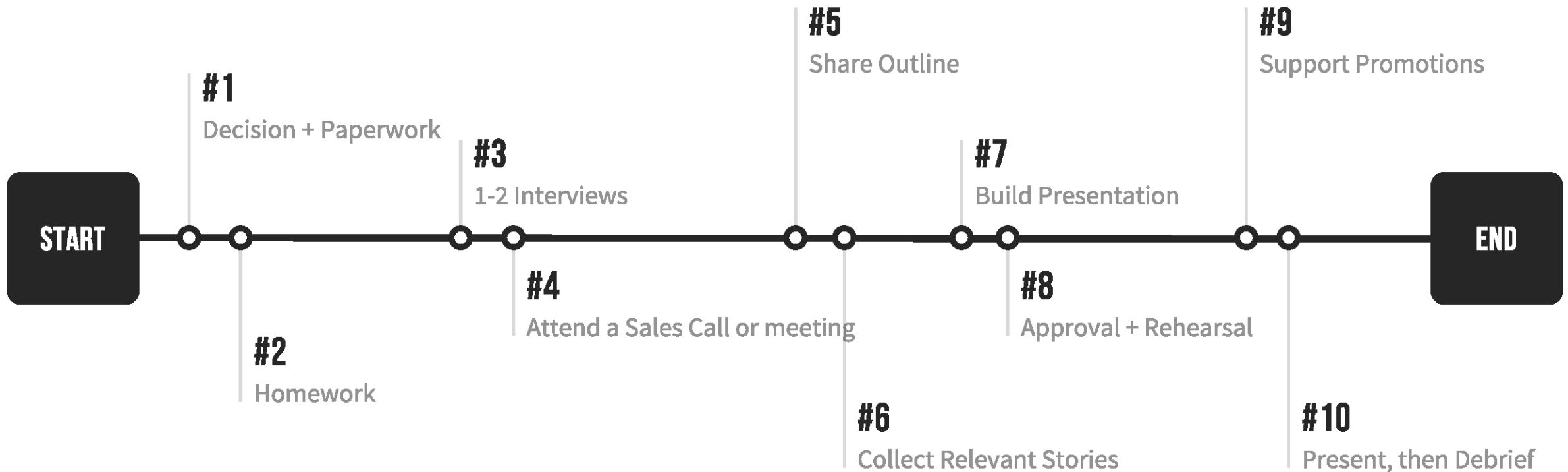
--use customer experience to build longer-term more valuable client
relationships

**YOU WILL LEAVE KNOWING THAT YOUR BUSINESS WILL MAKE MORE
PROFIT AS YOU DELIVER MORE CUSTOMER VALUE**



ASK ME ABOUT MORE OPTIONS

WORKING TOGETHER



I TRAVEL FROM ATLANTA (US)

CLIENTS SAY IT BEST

“...YOU RECEIVED ESPECIALLY HIGH MARKS ON ENGAGEMENT AND RELATABILITY.”



DEB LECHNER, ARMSTRONG

“...ONE OF THE MOST COMMENTED AND APPRECIATED.”



ANDRES CULASSO, ADEN

“...BROUGHT A LOT OF VALUE FOR US AND FOR OUR AUDIENCE.”



BRUNO DURAN, INTCOMEX

“WHEN YOU WORK WITH MIKE, YOU KNOW YOU’RE GOING TO GET AN EXCEPTIONAL CUSTOMER EXPERIENCE.”



MATTHIAS CLOCK, WORLDWIDE BUSINESS MEDIA

SELECT CLIENTS



DIGITAL DRIVE THRU

iPay Technologies

EMPLOYEE EXPERIENCE DESIGN



DIGITAL DRIVE THRU AND MENU BOARDS



EXPERIENCE INNOVATION

BARNES & NOBLE
BOOKSELLERS

DIGITAL TRANSFORMATION



PATIENT EXPERIENCE



NEXT-GENERATION CUSTOMER EXPERIENCE



CUSTOMER EXPERIENCE CENTER OF
EXCELLENCE



CARDHOLDER EXPERIENCE DESIGN



RETAIL CUSTOMER EXPERIENCE DESIGN

SELECT CLIENTS



STORE OF THE FUTURE



DIGITAL DELI



POSITIONING AND CULTURE



SIMPLIFYING CAR BUYING



UNDERCOVER BOSS



STRATEGIC STORYTELLING



STRATEGIC PLANNING



SALES OPTIMIZATION

INTELLIGENT EXPERIENCES



AUSTRALIA 2015

When the experiences you offer get smart, they can
adapt to your customers' needs and desires.

customer experience is...

everything your brand does **for** customers
— everything your business processes do **to** them
= how it makes them **feel**

STORYMINERS®
FIND YOUR STORY. BE YOUR STORY.

STORYMINERS®
FIND YOUR STORY. BE YOUR STORY.



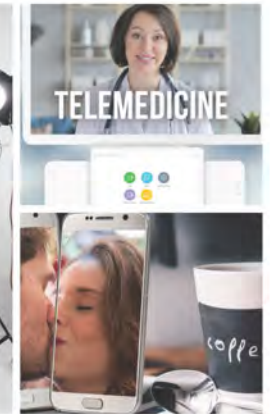
THE FUTURE OF EVENTS

ibtm WORLD VIRTUAL(GLOBAL) 2020

Designing events as customer experiences is better for the attendees, vendors, and for everyone's bottom line.

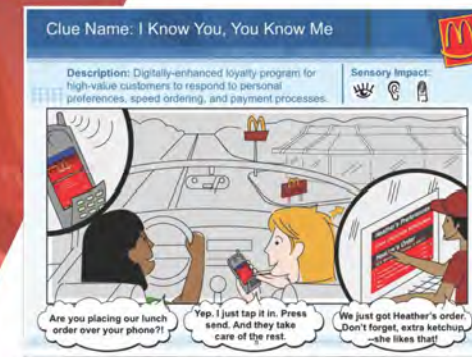
MONTHS

Virtual-first is here to stay



YOUR BEST TOOL = STORY

Because life happens faster than business now



storyMINDERS

©2020 StoryMinders, Inc. Please ask before sharing.

8

THE FUTURE OF CUSTOMER EXPERIENCE



ARGENTINA (VIRTUAL) 2020

Emerging trends in customer experience
you can build on...and bank on!



customer experience is...

everything your brand does **for** customers
— everything your business processes do **to** them
= how it makes them **feel**

STORYMINERS®
FIND YOUR STORY. BE YOUR STORY.



STORYMINERS®
FIND YOUR STORY. BE YOUR STORY.

FUTURE STORY

 **KETTERING** ATLANTA, 2020

A future story expresses strategy as a story
for better understanding and buy-in.



LEAD WITH
20/20 VISION
FOCUS ON YOUR **FUTURE STORY**



MIKE WITTENSTEIN
404.229.5809
mike@storyminers.com

storyminers



You don't need a 300' tall
rocket and \$25 billion to
launch your plan or idea

YOU DO NEED A
FUTURE STORY.





**MY UNCLE SAM
DESIGNED HIS TRAVEL
AGENCY TO FEEL LIKE A
VACATION EXPERIENCE.**



**WHAT KIND OF EXPERIENCE CAN I
HELP YOU CREATE FOR YOUR
AUDIENCE?**

BIO

MIKE WITTENSTEIN, CSP, CCXP, CMC, MBA, IS THE FOUNDER/LEADER OF **STORYMINERS** AND FOUR OTHER SERVICE COMPANIES.

SEASONED SPEAKER, 1,000+ ASSIGNMENTS IN 24 COUNTRIES

EARNED \$2 BILLION IN CLIENT VALUE

STRATEGIC ADVISOR TO LEADERS, CREATIVE DRIVER FOR THEIR TEAMS, VISIONARY THINKER KNOWN FOR SUCCESSFULLY LAUNCHING NEW SERVICES AND BRANDS.

35,000 HOURS OF EXPERIENCE

FREQUENTLY CITED AND LISTED BUSINESS EXPERT.

CLIENTS IN MANY INDUSTRIES: IBM, TRANSITIONS OPTICAL, WINGATE, MCDONALD'S, FULLCIRCLE, ALTERNATIVE APPAREL, AND DOZENS MORE.

MIKE KNOWS STORY AND ITS POWER TO SHAPE THINKING, ACTION, AND RESULTS. "EVERYTHING STARTS WITH A STORY."



CONTACT

MIKE@STORYMINERS.COM

+001 404.229.5809

(I answer my own phone.)

