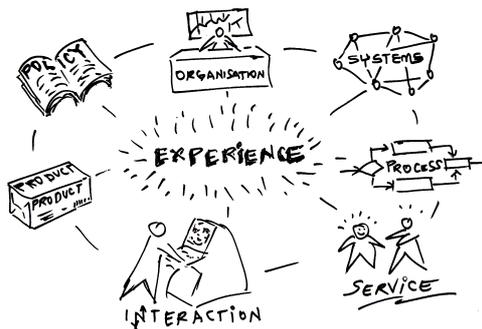


Why are some corporations merely successful, while others generate - and, more importantly, are able to sustain - a fanatically committed following among their customers, and even the community-at-large? Diverse businesses such as Apple, Amazon, Starbucks, Research In Motion, Porsche, Disney, and Google have struck upon a business formula for creating and sustaining fierce customer loyalty and goodwill - even where their products and services are technically inferior to the competition.



That business strategy is simple in its essence - don't sell *isolated products or services*; market entire *ecosystems* of harmoniously integrated *experiences*. This strategy is founded on a key insight: Customers who are provided engaging, *integrated experiences* willingly overlook many shortcomings while patiently waiting for kinks to be ironed out. A harmoniously integrated *experience ecosystem* establishes a strong foundation upon which customer loyalty is built

for an evolving and expanding array of products and services.

*Now there's a way to ensure that new products and services succeed in the marketplace by **design**, not by **accident**.*

Dr. Murli Nagasundaram's XPEDesign™ workshops help business teams imagine, explore, invent, design and test market-facing **experience ecosystems** - including prototype products and services, and the policies, processes and systems that support them. Workshop participants will learn the principles of **design thinking** and *creative problem solving* that are key to generating successful *experience ecosystems*. The workshops employ engaging, hands-on and energizing techniques, processes and methodologies that blend concepts drawn from an eclectic range of fields including business, design, innovation, anthropology, psychology, and sociology.



Design Thinking is a core strategy of top design firms such as IDEO for developing market-leading product and service ideas. The *design thinking* approach has become a key ingredient of the curricula of business schools such as Stanford and Rotman (Toronto). Many leading business schools have begun integrating the Business Design philosophy into their curricula while several top corporations have been introducing Design Thinking into their decision processes.

XPEDesign workshops are ideally meant for marketing, product management, product development and design professionals and teams. However, anybody with direct or indirect responsibility for developing or managing market-facing business ideas and initiatives would benefit from them.