

# HOW TO GAIN HIGHER PROFITS AND MORE TOP-SHELF CLIENTS THROUGH MARKETING, INNOVATION, & BRAND SUPERIORITY



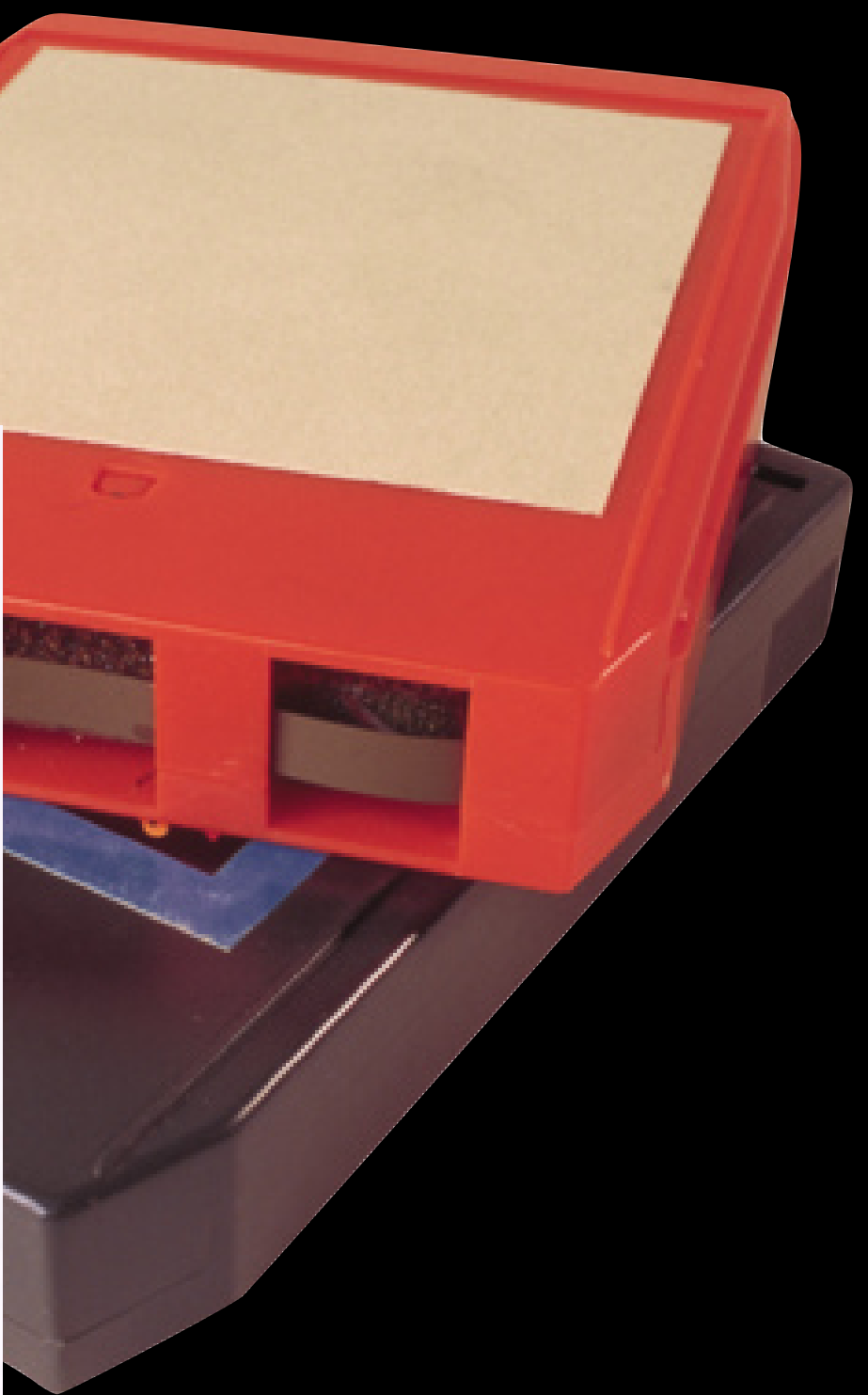


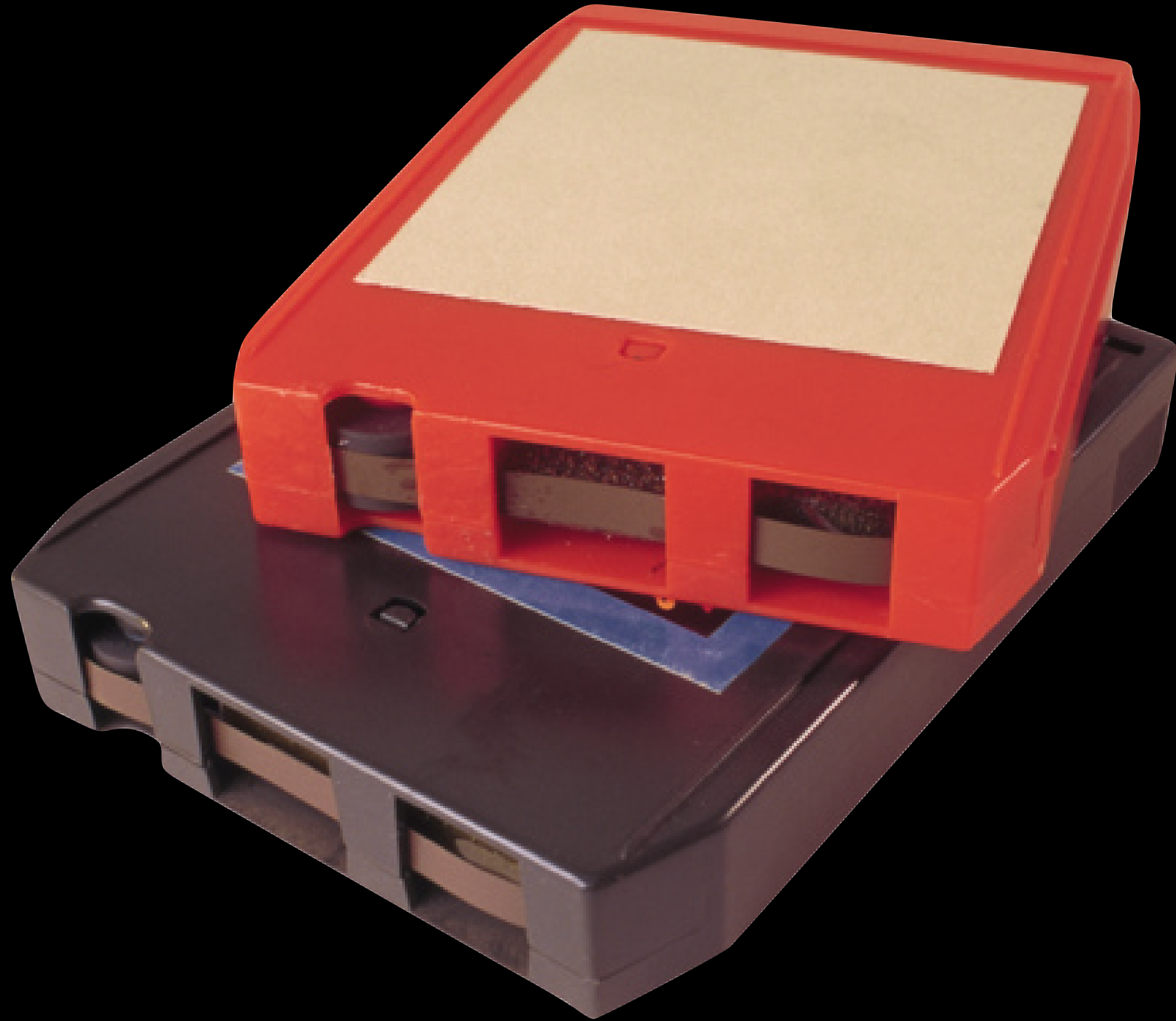


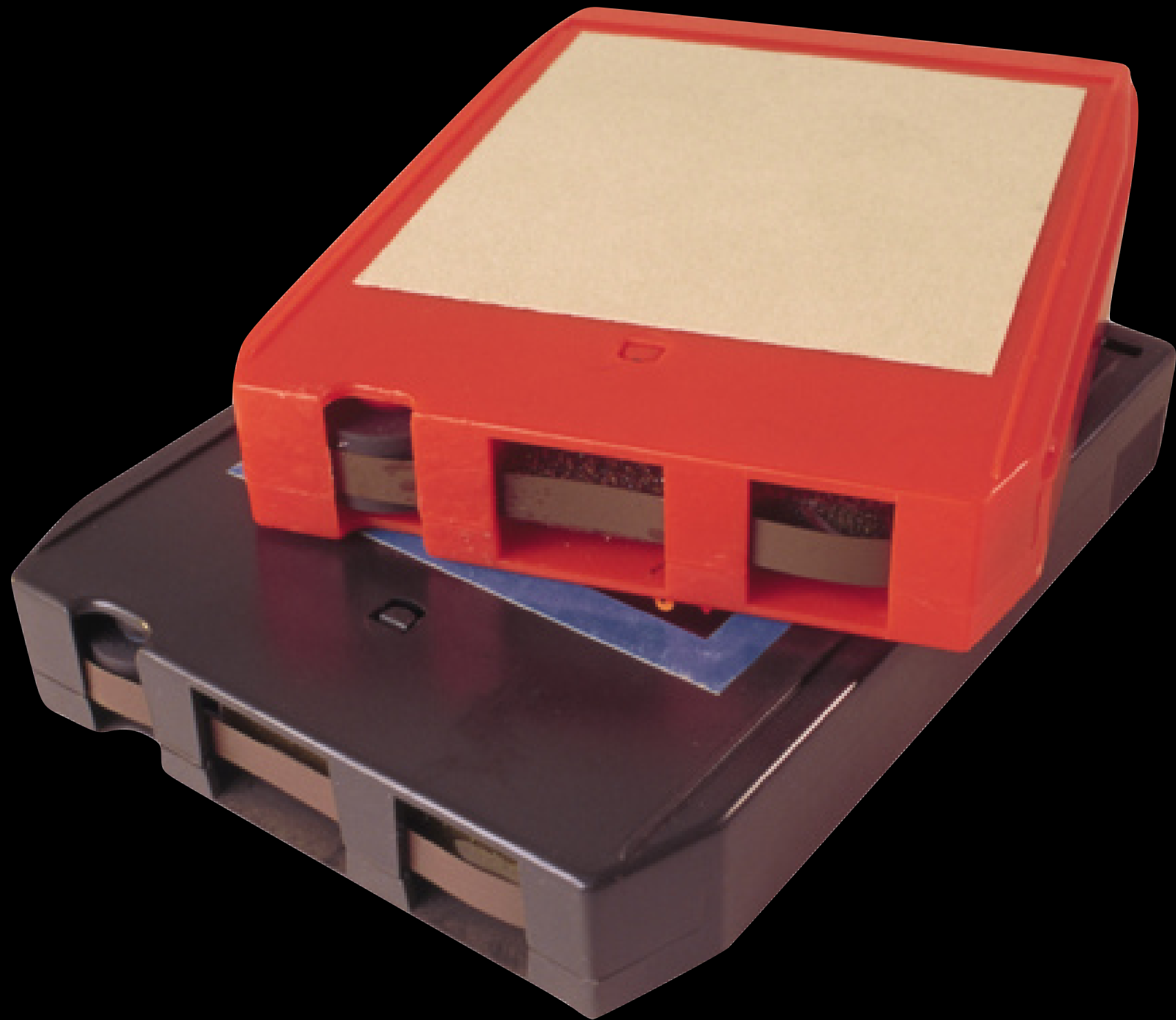


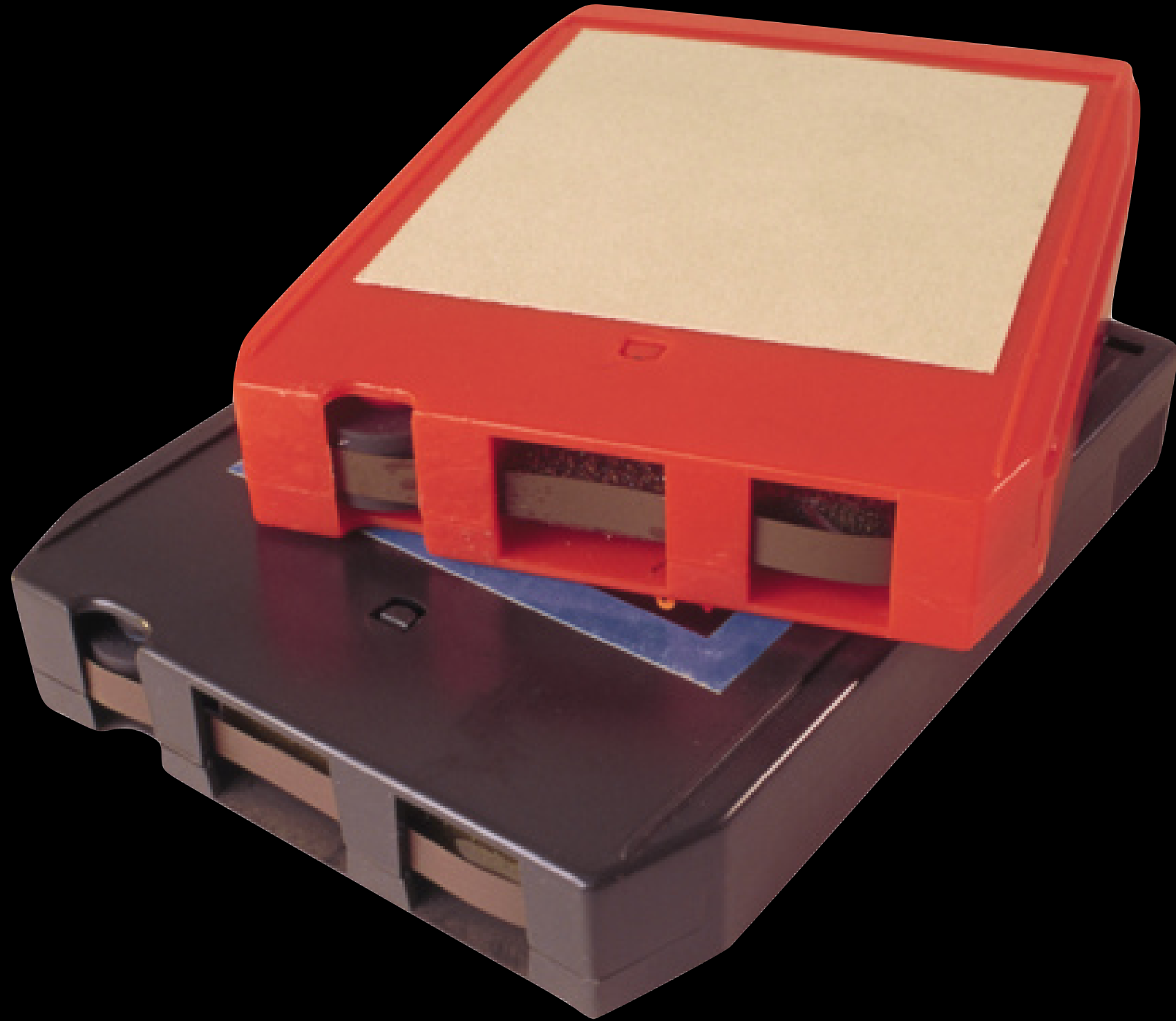
















©2013 Steve Miller • theadventure.com

3

THE LAST THING YOU  
WANT TO BE IS VERY,  
VERY, GOOD AT  
SOMETHING **NOBODY**  
WANTS TO PAY FOR





# HOW TO GAIN HIGHER PROFITS AND MORE TOP-SHELF CLIENTS THROUGH MARKETING, INNOVATION, & BRAND SUPERIORITY

**HIGHER PROFITS**

**MARKETING INNOVATION  
BRAND SUPERIORITY**

# HIGHER PROFITS

# INNOVATION

# INNOVATION

# INNOVATION

**not  
improvement**



# CONTINUOUS IMPROVEMENT TRAPS



# REACTIVE RITUALS



# Gmail Blue

Beautiful. Fast. Powerful.





©2013 Steve Miller • theadventure.com







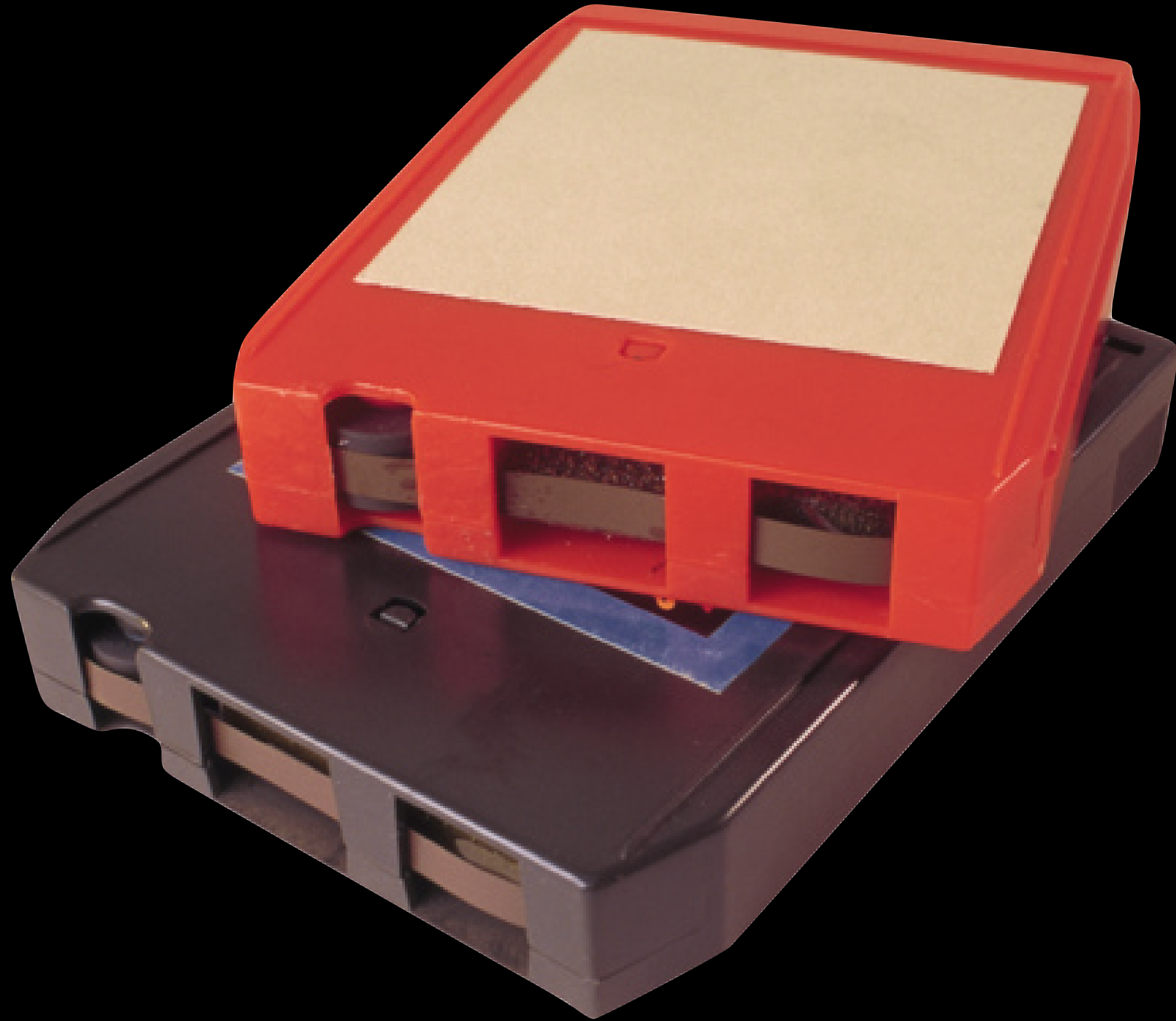


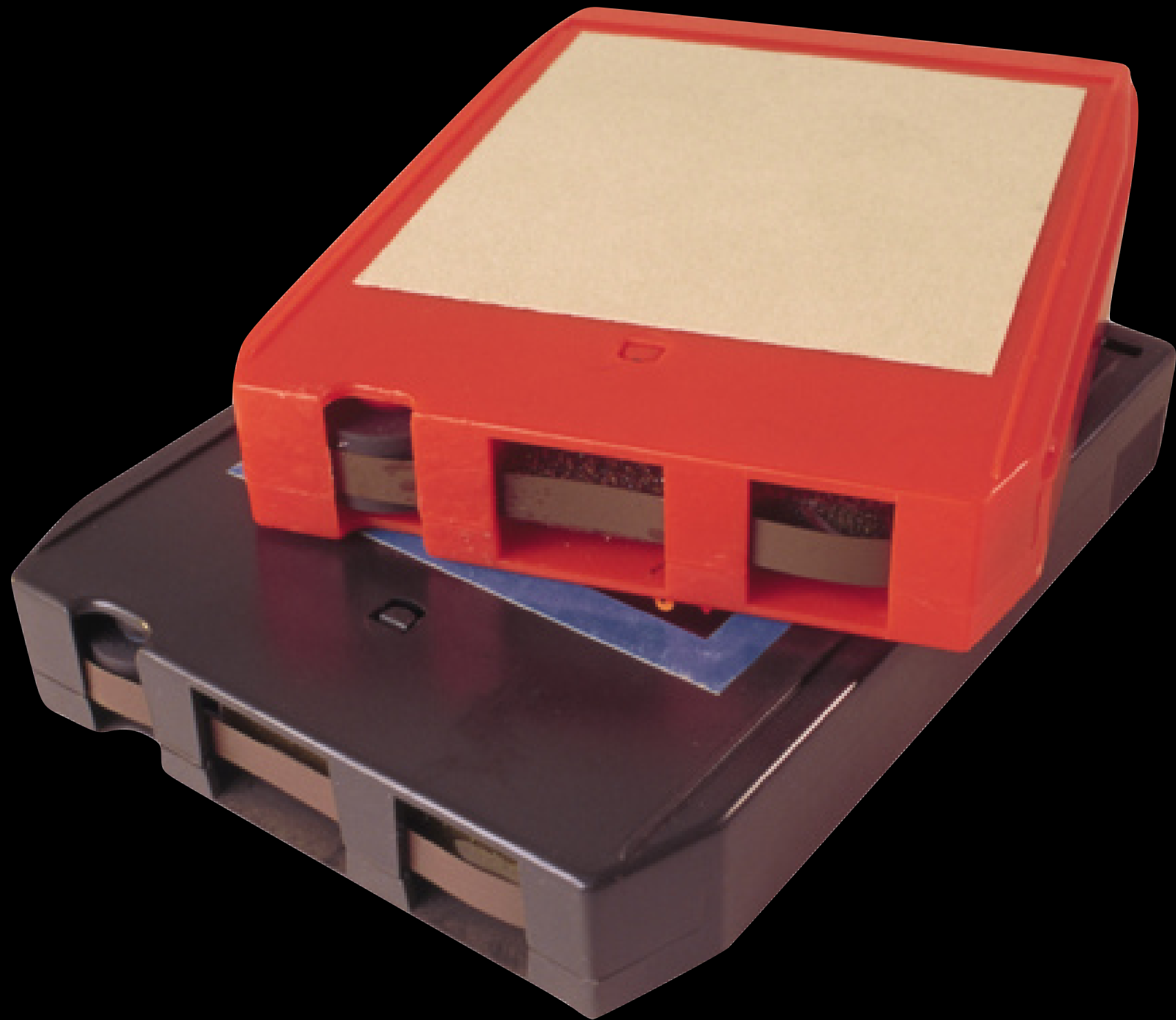
**“WAL-MART MAY  
GET CUSTOMERS TO  
DELIVER PACKAGES  
TO ONLINE  
BUYERS”**

**(Reuters)**

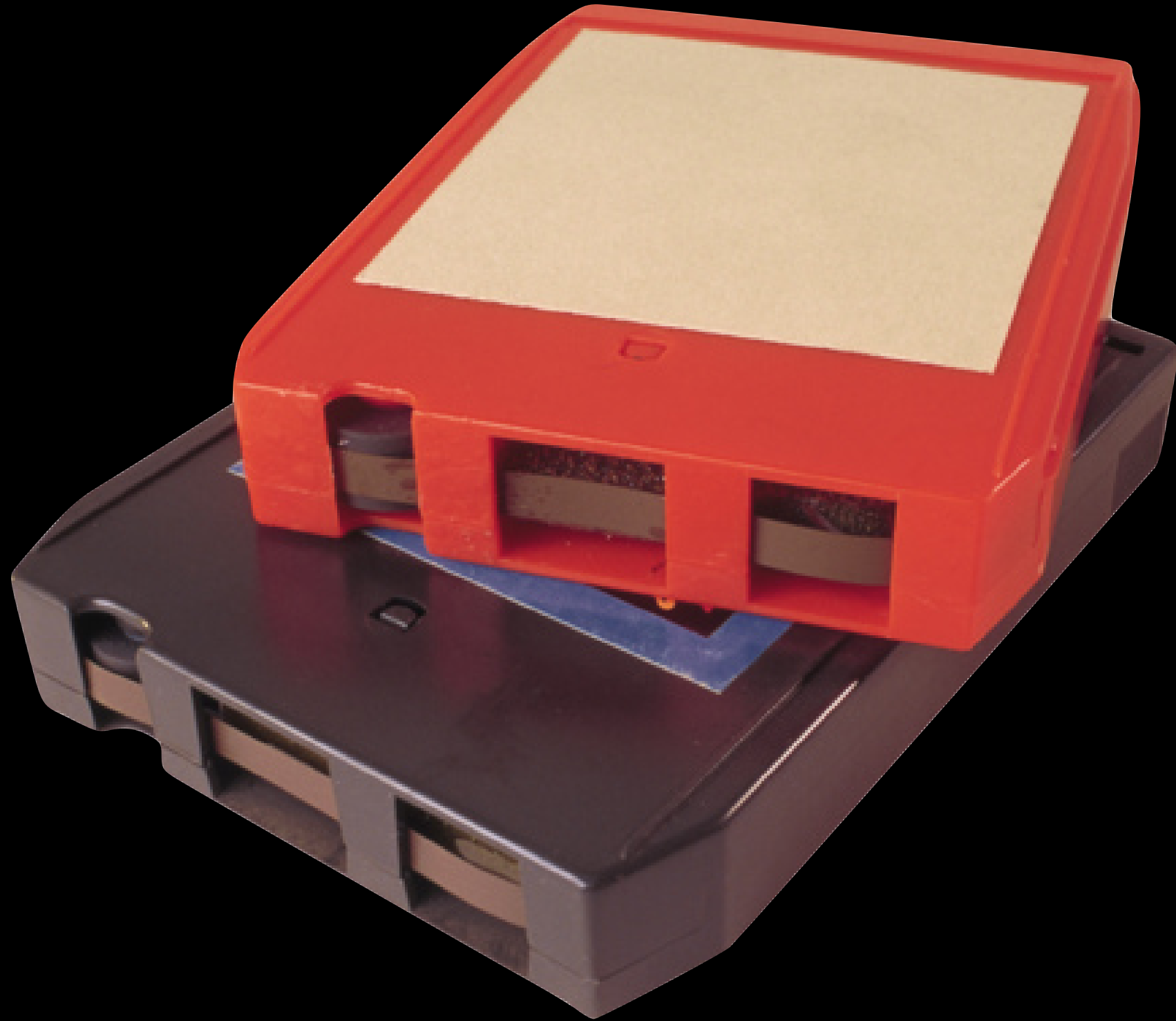














# NARROW-BAND INFLUENCERS

















©2013 Steve Miller • theadventure.com







# INSIDE-OUT PERSPECTIVE











**IMPROVEMENT**  
**IS EASY**

**INNOVATION**  
**IS HARD**

# THE WHAT

# TheAdventure.com/Robin



# TRAIN YOUR MIND

# ELIMINATE REACTIVE RITUALS



- stop looking at competitors for new ideas



- stop looking at competitors for new ideas
- stop reading the same magazines for new ideas

- stop looking at competitors for new ideas
- stop reading the same magazines for new ideas
- when a competitor introduces something new, think twice about how to respond

# ALIEN EXPERIENCES





- study people, companies, and experiences that have nothing to do with IT



- study people, companies, and experiences that have nothing to do with IT
- step outside your usual perspective



- study people, companies, and experiences that have nothing to do with IT
- step outside your usual perspective
- study them as if you were an alien and have no idea what they do



- study people, companies, and experiences that have nothing to do with IT
- step outside your usual perspective
- study them as if you were an alien and have no idea what they do
- what do you see?



# HOARD





- start a swipe file

- start a swipe file
- capture websites

- start a swipe file
- capture websites
- collect direct mail

- start a swipe file
- capture websites
- collect direct mail
- tear out trade and consumer ads



- start a swipe file
- capture websites
- collect direct mail
- tear out trade and consumer ads
- take pictures

# KALEIDOSCOPE THINKING













© Steve Miller • theadventure.com













©2013 Steve Miller • theadventure.com

Royce T. Hutton

42

# THE HOW

# STEALLING GENIUS



# MIND THE GAP

# *Ten Questions*



- what are the ten questions?

- what are the ten questions?
- what can you read between the lines?



- what are the ten questions?
- what can you read between the lines?
- what keeps them awake at night?

- what are the ten questions?
- what can you read between the lines?
- what keeps them awake at night?
- Caveat! customers rarely will give you an innovative idea.



**NEW WAYS** The goal of the branch transformation and deploying additional services, such as virtual ATMs, an online "click to call" function and an online budgeting tool, is not only to make things more convenient, but to get existing customers to build deeper relationships with the bank, says Adi-

regaining customers. Joseph West, a consumer market manager who oversees 12 branches in Northern Virginia. Bank of America is also working toward bringing new branch capabilities to customers' homes, including

ing into a branch and "wanting somebody is not the way they shop." The combination of self-serve features and maintaining the opportunity for human interaction allows the

"There are always customers who want to come in and see the same teller," he says. "They love seeing a familiar face."

admit... with the...

"Abuse of the most day. The alarming," acting spe Dallas Field

"This se sponsibili prevent t drugs."

The fe Act requ complet each su ceived, s Doctors number every p only fil with va

CVS 7,000 did no settler said in

"Th pharm istrati CVS s

DEA that a put a lent stan

C mer tim

pre sig reg

# Dear iPhone: This is what we want

## A consumer wish list for new model

**Jefferson Graham**

@jeffersongraham  
USA TODAY

**LOS ANGELES** Consumers love their iPhones, but in the next generation of the device they want to see one that is more advanced than the crop of new competitors.

With expectations building that Apple could unveil a new iPhone in June, when it traditionally holds its Worldwide Developers Conference in San Francisco, we asked consumers what new features top wish lists.

Bill Police, a machinist in Rialto, Calif., says he'd like to see "improved GPS to get me places faster, with more detail." He says his wife owns an Android phone by HTC, which has better graphics. "In terms of technology, Apple has fallen behind. It's time to up their game."

Since the release of the iPhone 5 in October, competition has gotten more heated, with Samsung's Galaxy line of phones emerging as the chief



JEFFERSON GRAHAM, USA TODAY

**Bill Police would like a faster, better GPS on the new iPhone.**

pected in stores at the end of the month, sporting a 5-inch screen and a standout feature: the ability to respond to some eye movements.

HTC's One phone is also slated for April and BlackBerry's Q10 keyboard-sporting phone is due either this month or May.

With the new iPhone, "I want a screen comparable to the Galaxy," says Shynolan Reese, a Houston po-

**"I want a screen comparable to the Galaxy. I want a bigger screen — at least 4.5 inches."**

Shynolan Reese, a Houston police officer

at least 4.5 inches." (The iPhone 5 screen is 4 inches.)

Elizabeth Zamora, a marketing professional from Dallas, gave us a wish list of features, starting with the ability to scan QR codes from the iPhone camera. Currently you have to acquire and open a QR scanner app to point at those squiggly little graphic codes, which take you directly to a given website.

She'd also like to see the home screen feature weather information or a mini agenda. "Would be nice to see this every morning when I wake up," she tells us, in an e-mail exchange. Also on her list: "Wireless charging!"

Tom Zangriles, who works for Boeing in St. Louis, sent us a direct message on Twitter to say he hopes the zoom feature for the camera could be "controlled by the volume buttons."

He currently has an iPhone 5.

Brian Carter, a recent college grad

from the Washington, D.C., area, connected with us via Skype. He'd like to see a fingerprint feature on the next iPhone to replace passwords.

"It would save you more time to get into your phone, and it would give you more security as well."

Shannon Gilstad, who works with a New York City non-profit, says she wants to see a return to the previous iPhone charger connection. The successor, Lightning, isn't compatible with iPhone accessories without the purchase of an adapter.

Clayton Holderness, who works for Marriott Vacations in Salt Lake City, says he'd like to see all the storage on the next iPhone go cloud-based, as he's always running out of room. "My phone itself isn't able to keep up with the amount of data and pictures and files I need access to," he says.

Apple's iCloud service offers free storage space for 5 gigabytes of online backup, but the original stays on the phone. In a perfect world, he would snap a photo on the iPhone, and it would be stored in the cloud.

**Happy birthday: Mobile phones are turning 40**

Look how far we've come, baby, 18



NEW WAYS TO...  
The goal of the branch transformation and deploying additional services, such as virtual ATMs, an online "click to call" function and an online budgeting tool, is not only to make things more convenient, but to get existing customers to build deeper relationships with the bank, says Ad-

# Dear iPh

A consumer wish list for new model

Jefferson Graham  
@jeffersongraham  
USA TODAY

LOS ANGELES Consumers love their iPhones, but in the next generation of the device they want to see one that is more advanced than the crop of new competitors.

With expectations building that Apple could unveil a new iPhone in June, when it traditionally holds its Worldwide Developers Conference in San Francisco, we asked consumers what new features top wish lists.

Bill Police, a machinist in Rialto, Calif., says he'd like to see "improved GPS to get me places faster, with more detail." He says his wife owns an Android phone by HTC, which has better graphics. "In terms of technology, Apple has fallen behind. It's time to up their game."

Since the release of the iPhone 5 in October, competition has gotten more heated, with Samsung's Galaxy line of phones emerging as the chief

regaining customer...  
seph West, a consumer market manager who oversees 12 branches in Northern Virginia.  
Bank of America is also working

With expectations building that Apple could unveil a new iPhone in June, when it traditionally holds its Worldwide Developers Conference in San Francisco, we asked consumers what new features top wish lists.

Bill Police, a machinist in Rialto, Calif., says he'd like to see "improved GPS to get me places faster, with more detail." He says his wife owns an Android phone by HTC, which has better graphics. "In terms of technology, Apple has fallen behind. It's time to up their game."

Since the release of the iPhone 5 in October, competition has gotten more heated, with Samsung's Galaxy line of phones emerging as the chief competitor for Apple's innovation

zoom feature for the camera could be "controlled by the volume buttons." He currently has an iPhone 5.  
Brian Carter, a recent college grad

## Bill Police better GPS

pected in month, sp a standou spond to s HTC's April and board-sp this mont With t screen c says Shyn

## Happy birthday: Mobile phones are turning 40

Look how far we've come, baby, 18



NEW WAYS TO...  
The goal of the branch transformation and deploying additional services, such as virtual ATMs, an online "click to call" function and an online budgeting tool, is not only to make things more convenient, but to get existing customers to build deeper relationships with the bank, says Adi-

regaining customers...  
Joseph West, a consumer market manager who oversees 12 branches in Northern Virginia.  
Bank of America is also working

over...  
ing into a branch and...  
somebody is not the way they shop."

"There are always

With expectations building that Apple could unveil a new iPhone in June, when it traditionally holds its Developers Conference

processor, Lightning, isn't compatible with iPhone accessories without the purchase of an adapter.

Clayton Holderness, who works for Marriott Vacations in Salt Lake City, says he'd like to see all the storage on the next iPhone go cloud-based, as he's always running out of room. "My phone itself isn't able to keep up with the amount of data and pictures and files I need access to," he says.

Apple's iCloud service offers free storage space for 5 gigabytes of online backup, but the original stays on

everybody has asked consumers for top wish lists. A machinist in Rialto, Calif., says he wants to see "improved" places faster, with a car that says his wife owns one by HTC, which has been in terms of technology behind. It's time

CVS says his wife owns a car by HTC, which has been in terms of technology behind. It's time

pharmacist of the iPhone 5 in competition has gotten CVS with Samsung's Galaxy DEA emerging as the chief that Apple's innovation put a camera could be volume buttons." iPhone 5.

**Bill Police better GPS**

pected in month, spend a standou spond to s HTC's April and board-sp this month With t screen c says Shyn

**Happy birthday: Mobile phones are turning 40**

Look how far we've come, baby, 18



NEW WAYS  
The goal of  
tion and d  
vices, such  
"click to ca  
budgeting  
things mor  
existing cu  
relationships

r, with  
e owns  
ich has  
chnol-  
sso's time  
with  
purch  
e 5 in  
Clas  
for M  
City, Galaxy  
age chief  
based ation  
room s ex-  
keep  
pictur  
says.

App  
storag  
line backup,

pected in stores at the  
month, sporting a 5-inch screen and  
a standout feature: the ability to re-  
spond to some eye movements.  
HTC's One phone is also slated for  
April and BlackBerry's Q10 key-  
board-sporting phone is due either  
this month or May.  
With the new iPhone, "I want a  
screen comparable to the Galaxy,"  
says Shynolan Reese, a Houston po-  
lice officer. "I want a bigger screen —

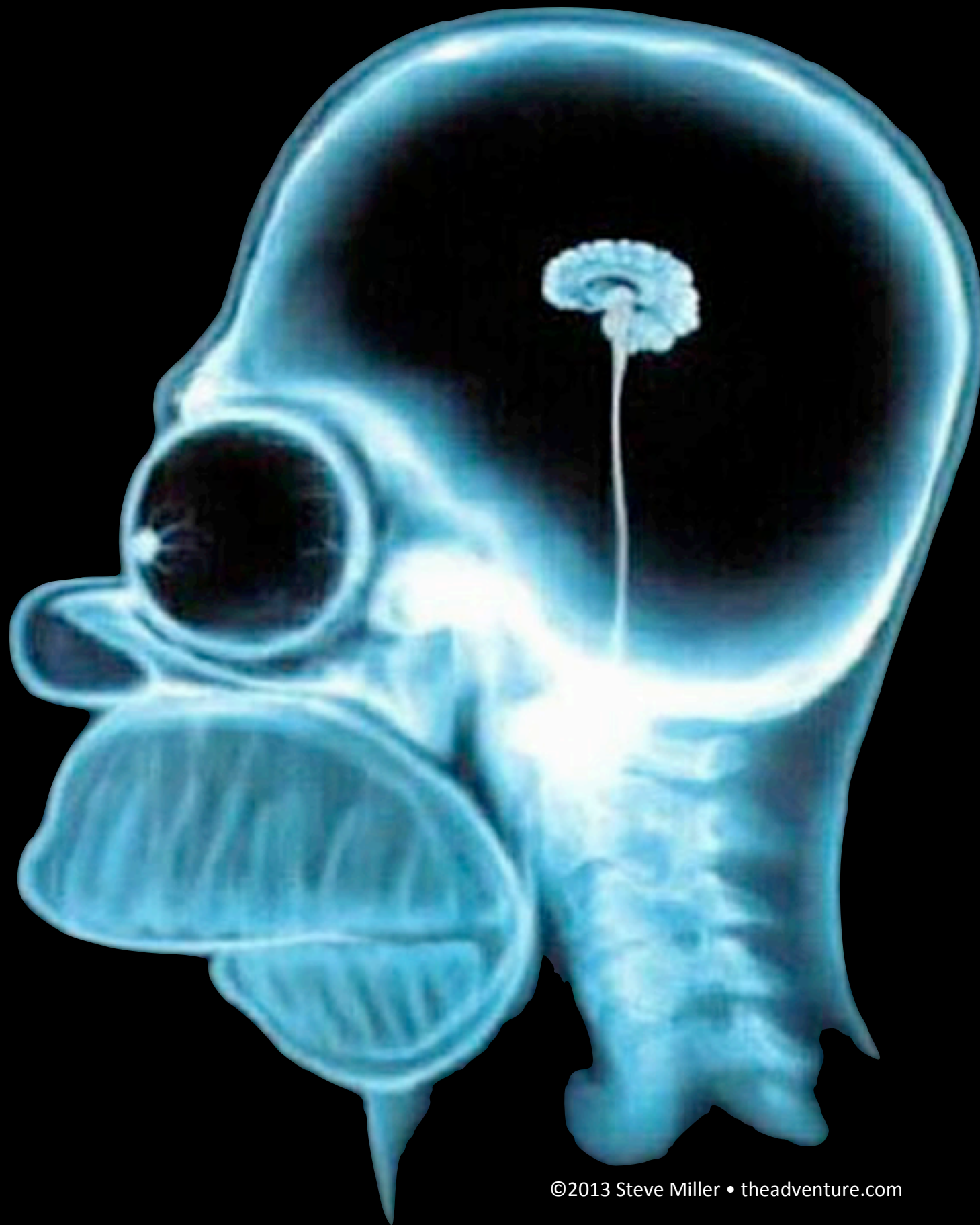
see t  
up,"  
char  
char  
T  
ing  
sag  
zoo  
"co  
He  
April and  
board-sp  
this mont  
With t  
screen c  
says Shyn

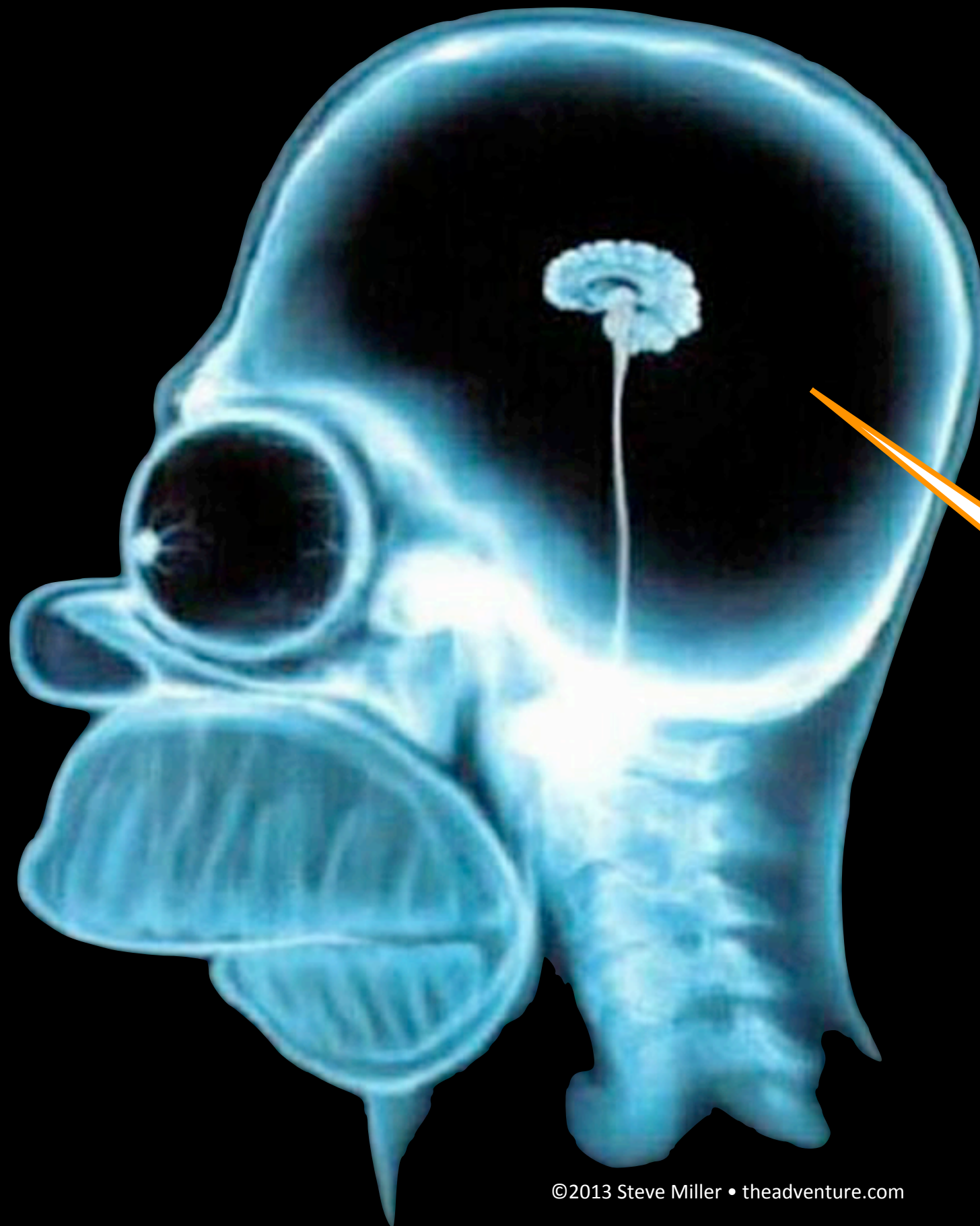
Police  
tter GPS

y:  
are

turning 40  
Look how far we've come, baby, 18







There is a conversation  
going on in here  
somewhere.





- what would they agree they need, but don't know it yet?

- what would they agree they need, but don't know it yet?
- can you write up a full bio about who your customer is? create an avatar?



- what would they agree they need, but don't know it yet?
- can you write up a full bio about who your customer is? create an avatar?
- how would you describe a top-shelf client?

# *Think like a customer*



# DELIBERATELY STEAL

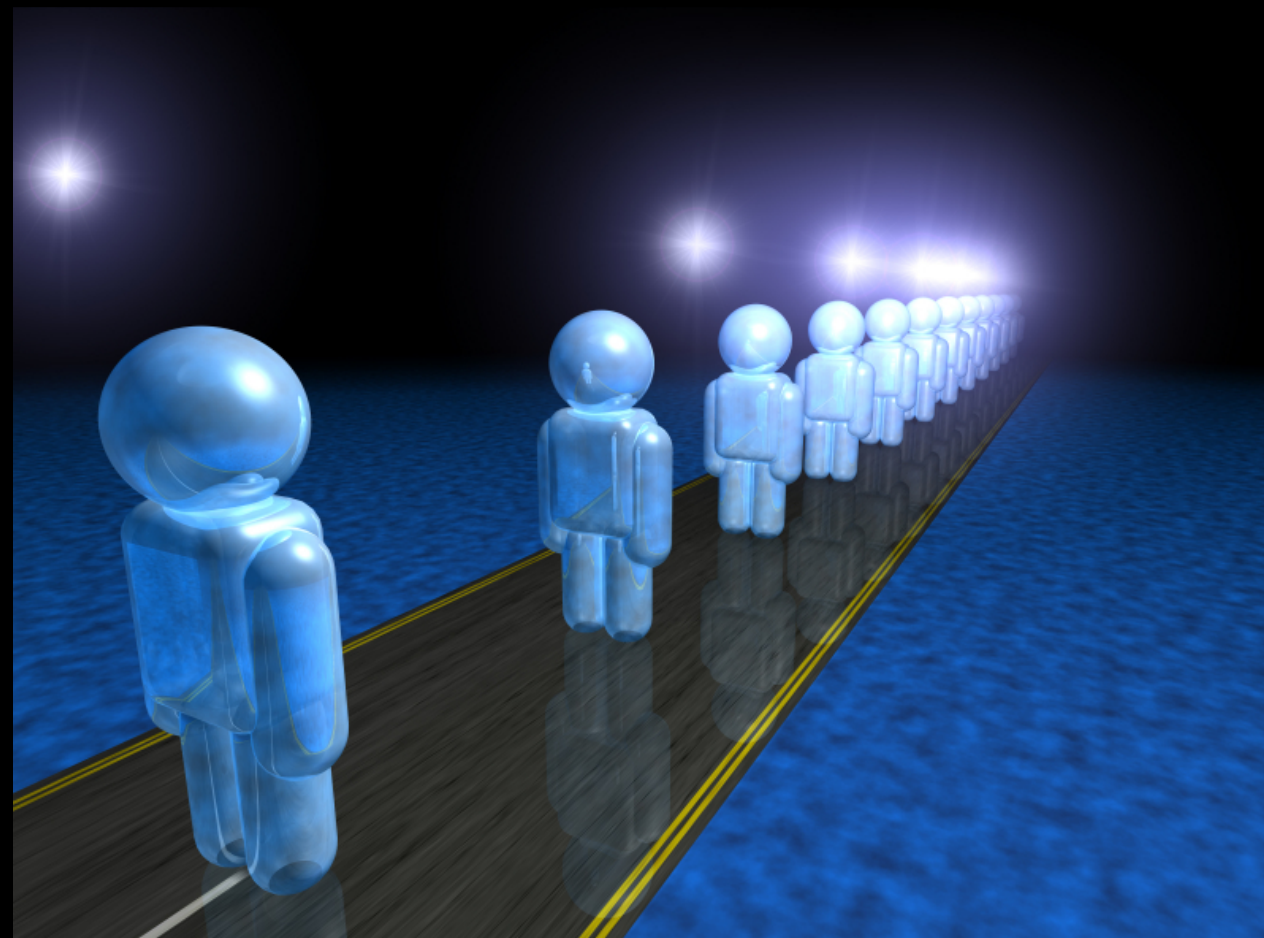


# *Problem Method*

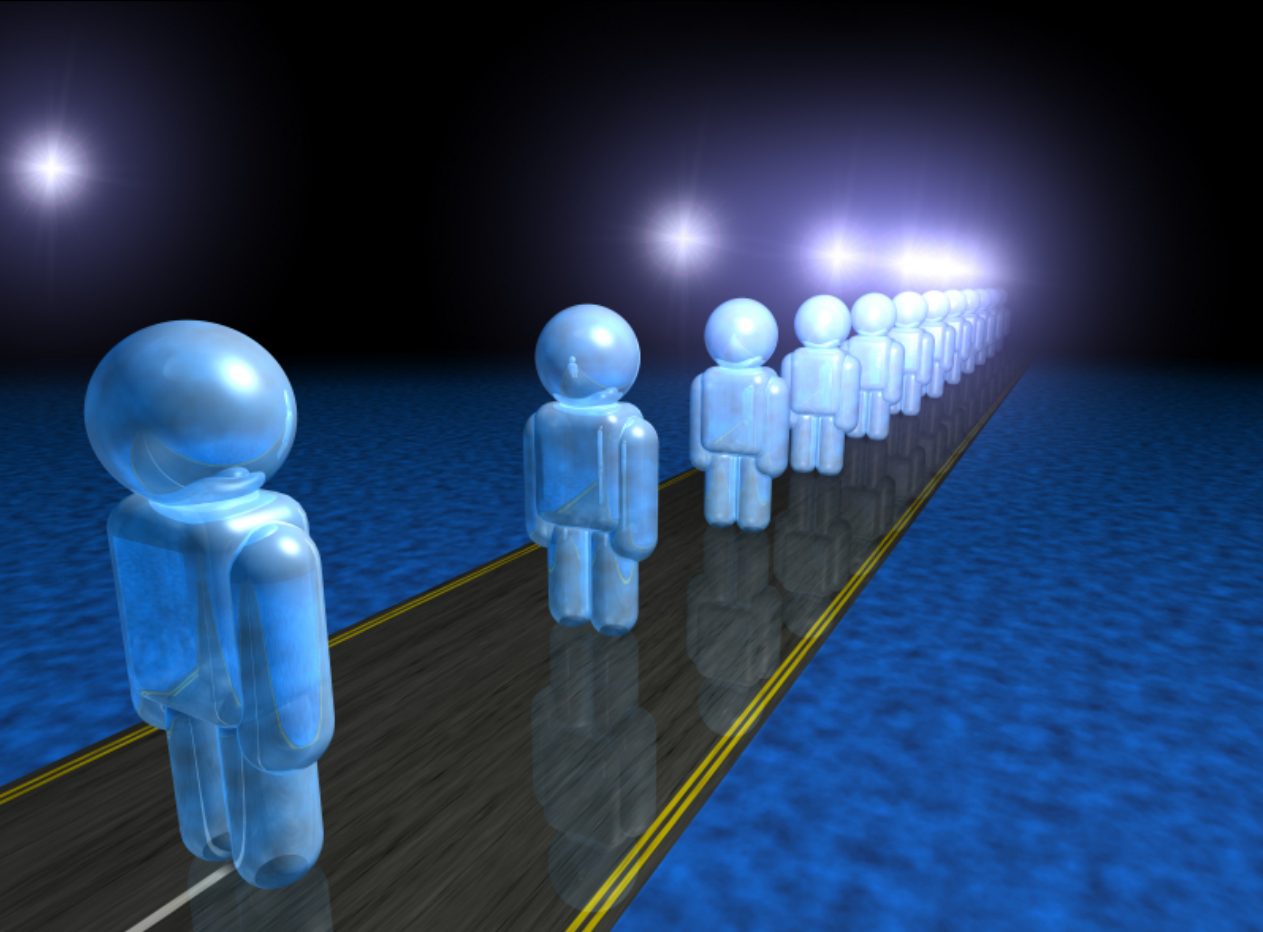




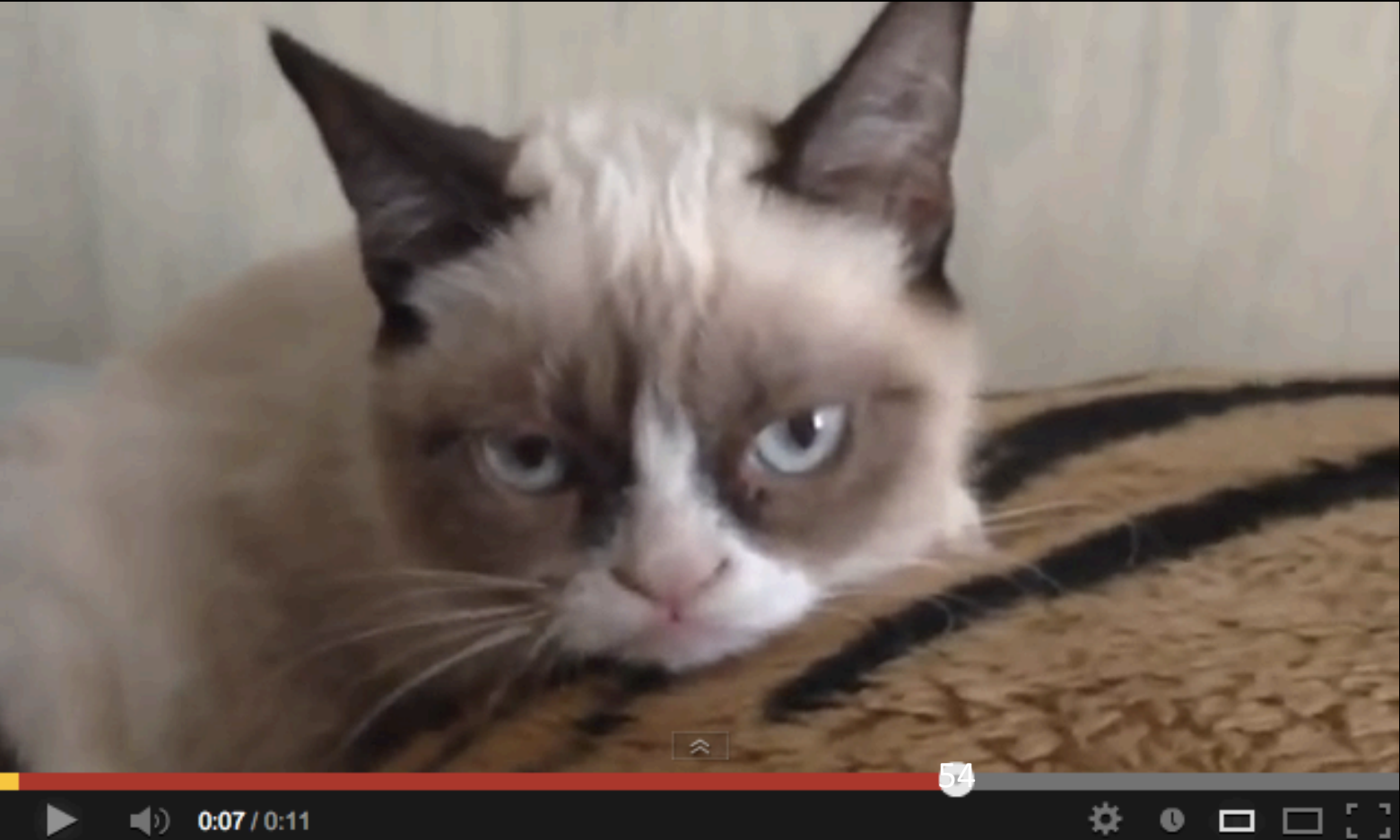
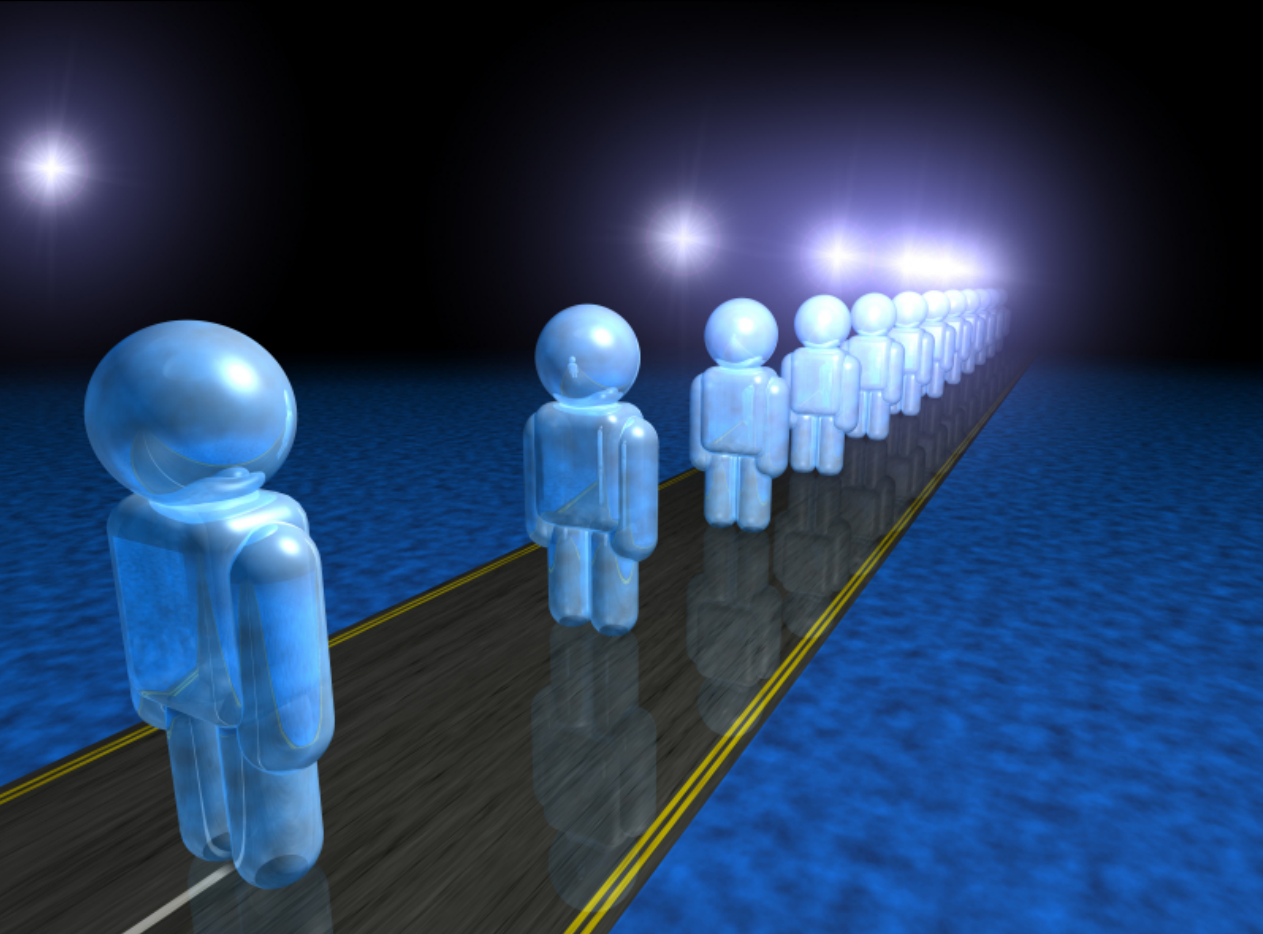




















© 2013 Steve Miller · theadventure







- how do they BRAND themselves?



- how do they BRAND themselves?
- what techniques and tools do they use?

- how do they BRAND themselves?
- what techniques and tools do they use?
- how do their people communicate their BRAND?

# *Best Practice Method*





© 2013 Steve Miller · theadventure







- what do each one of them do BEST?



- what do each one of them do BEST?
- how do they reinforce it?

- what do each one of them do BEST?
- how do they reinforce it?
- what techniques & tools do they use?

# GATHER

## SPECIFIC MATERIAL & NOTES





# INCUBATE





# COMBINE, SHAPE & DEVELOP





























©2013 Steve Miller • theadventure.com

59



*What would  
Nordstrom do?*

*What would  
Disney do?*

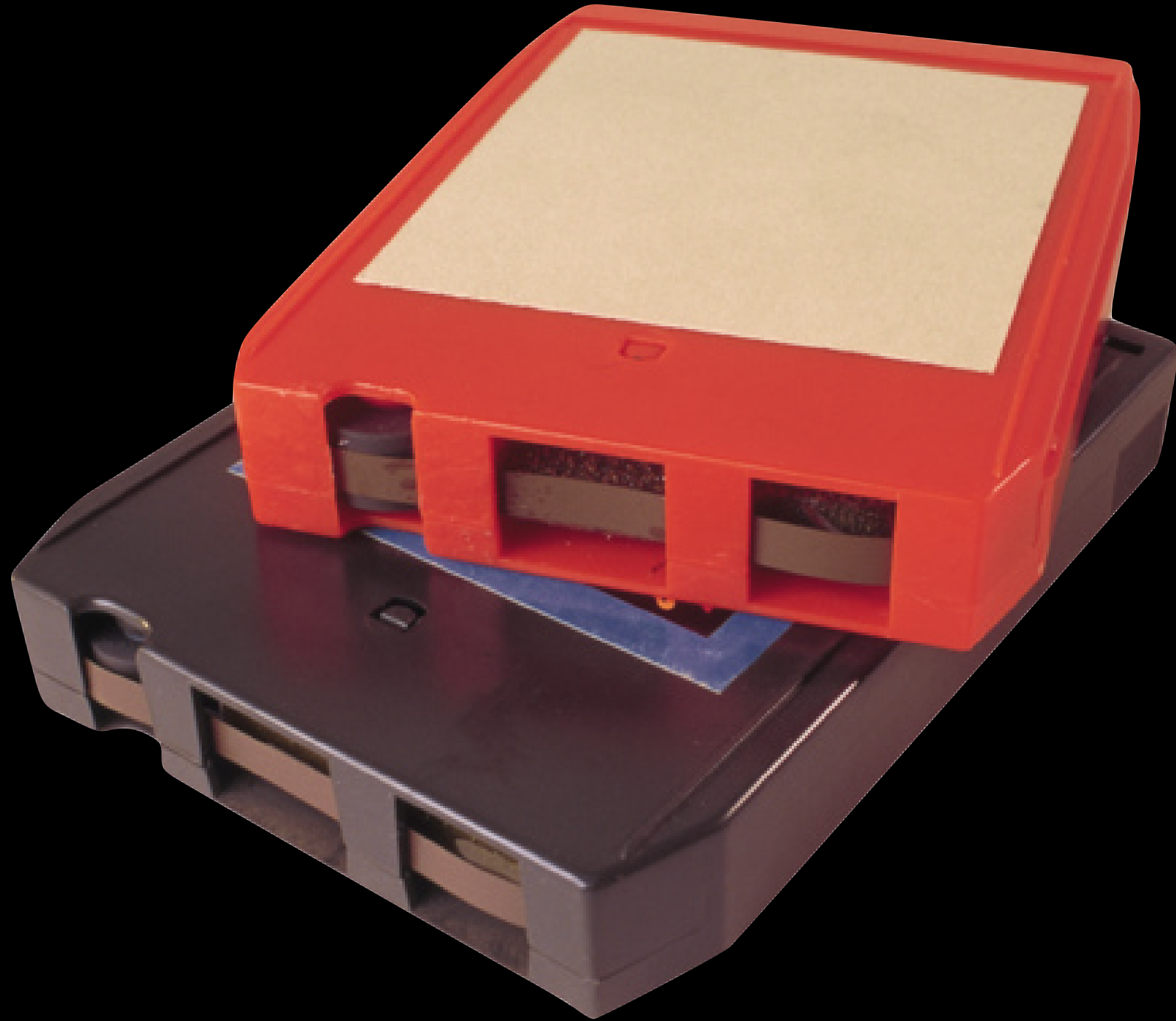
*What would  
Fred do?*













**THE LAST THING YOU  
WANT TO BE IS VERY,  
VERY, GOOD AT  
SOMETHING **NOBODY**  
WANTS TO PAY FOR**

**Thanks for  
listening to my  
Dad!**

*Kelly*

