

**Click to See The Entire  
After Experience...**

**...customer design  
& selection**

## The Customer After Experience

The full after experience is the entire picture and actions of the customer (and supplying company) to arrive and live in the customer perfect future day. This experience includes products, services, and all actions required to get there, like ordering, receiving, assembling, using, refreshing all integrated products.

Key tools assist the customer in getting to future:

- Skeleton build up views
- Map selection flows

Tools assist companies in delivering the After:

- Flow Charting, Checklists, forms
- Stage Gate, marshaling & Logistics

Bottom Line:

- Customer integrates many products into their perfect Day in the Life
- Companies multiply their sales

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# Evolution of Innovation

**Single Inventing Genius (ie Galileo)**

**Better Innovator Tools**

- Brainstorming
- Mind Mapping

**Better Innovation Team Processes**

- Stage Gate
- Project & Program Management
- Business Planning Strategy

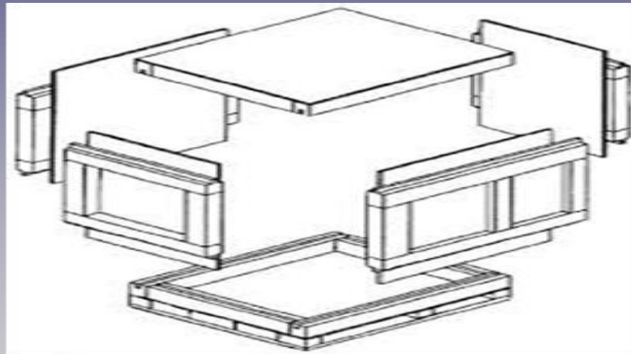
**Focus on Entire Customer Experience**

- The “After”

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## The End Picture in Mind

Seeing all the Components...

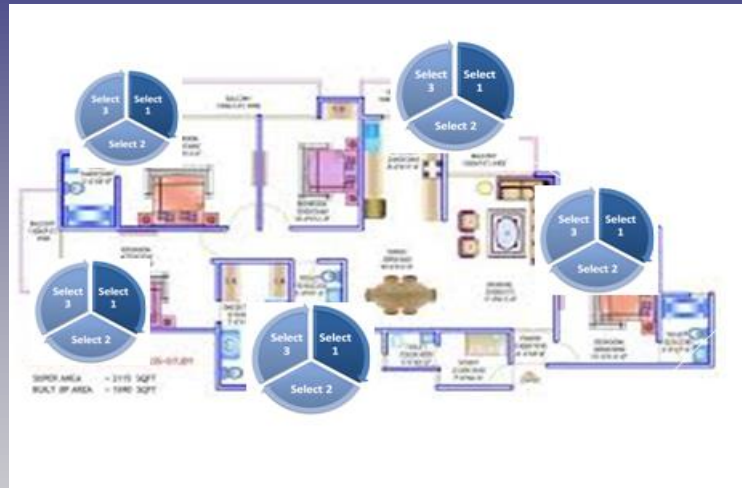


...To select the perfect future

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# How to Put the Map together

See the entire future...

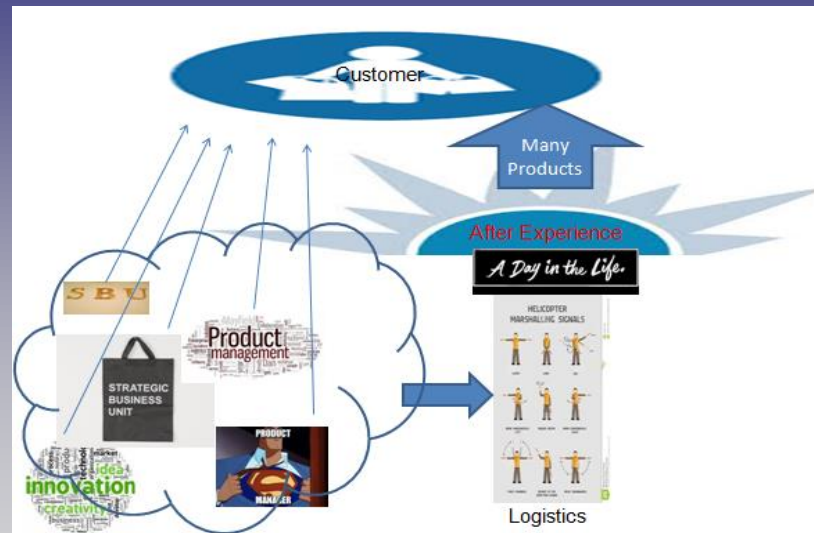


...to ensure it all fits together

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# Getting the Organization aligned to Deliver

Using current operations....



...and adding new logistics

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