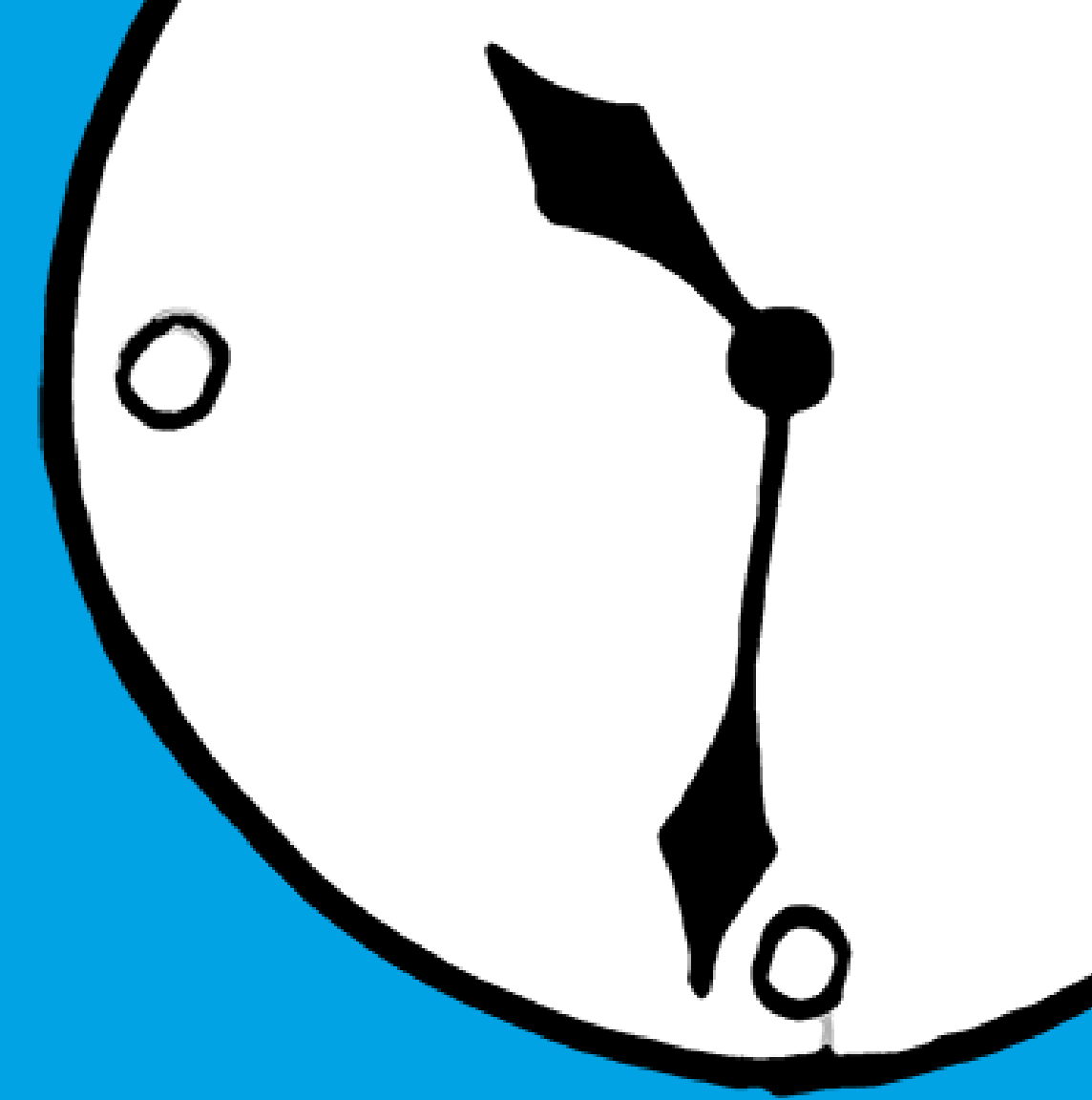


CREATING
GREATER
VALUE
WITH
TIME

SAVE

-VS-

SPEND



SERVICE -VS- EXPERIENCE



Progression of Economic Value



SERVICES



“SAVING”
TIME



**THE ONLY
REAL VALUE**



EXPERIENCES

"SPENDING" TIME

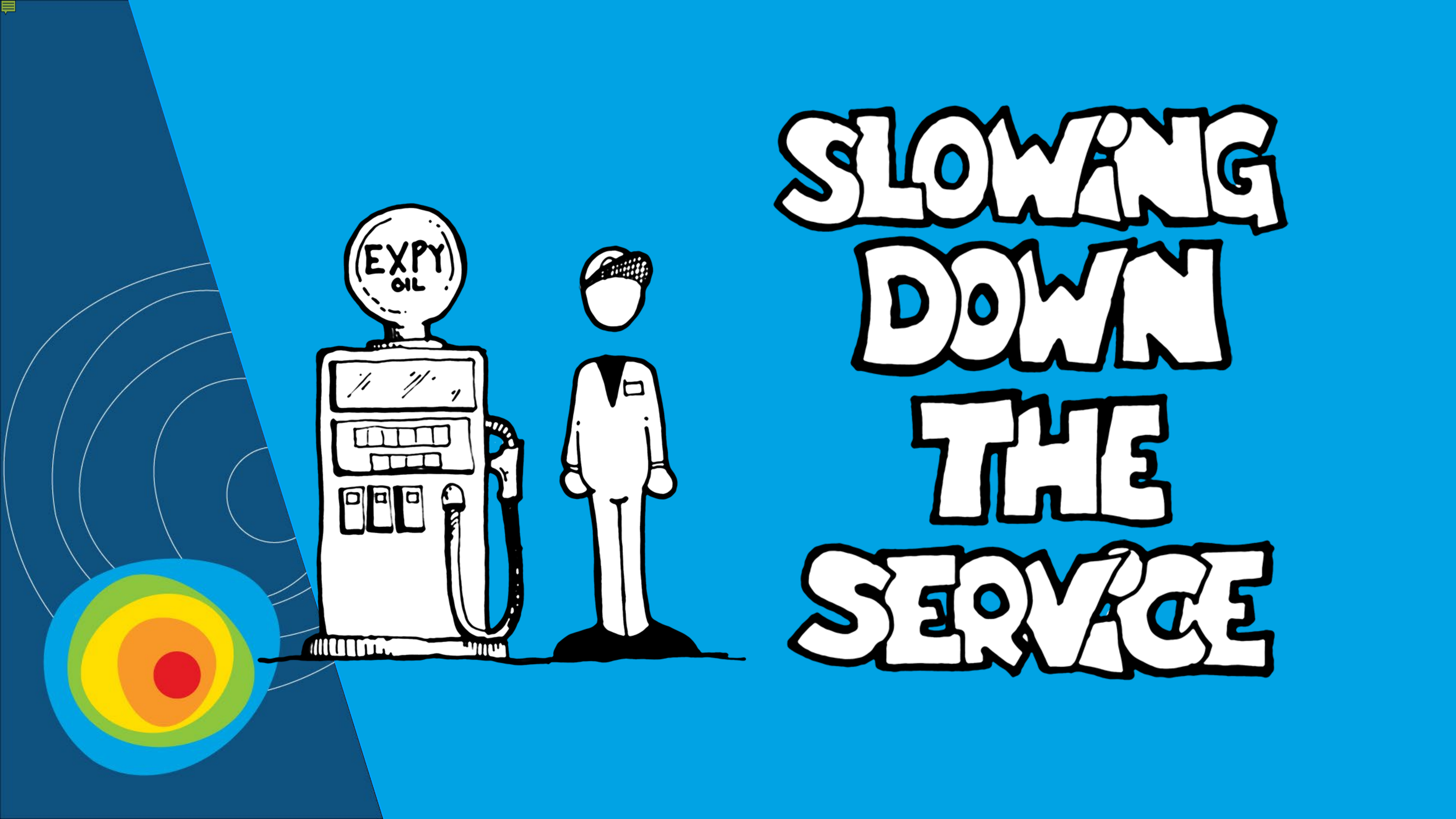


The Service Economic Commoditization Equation

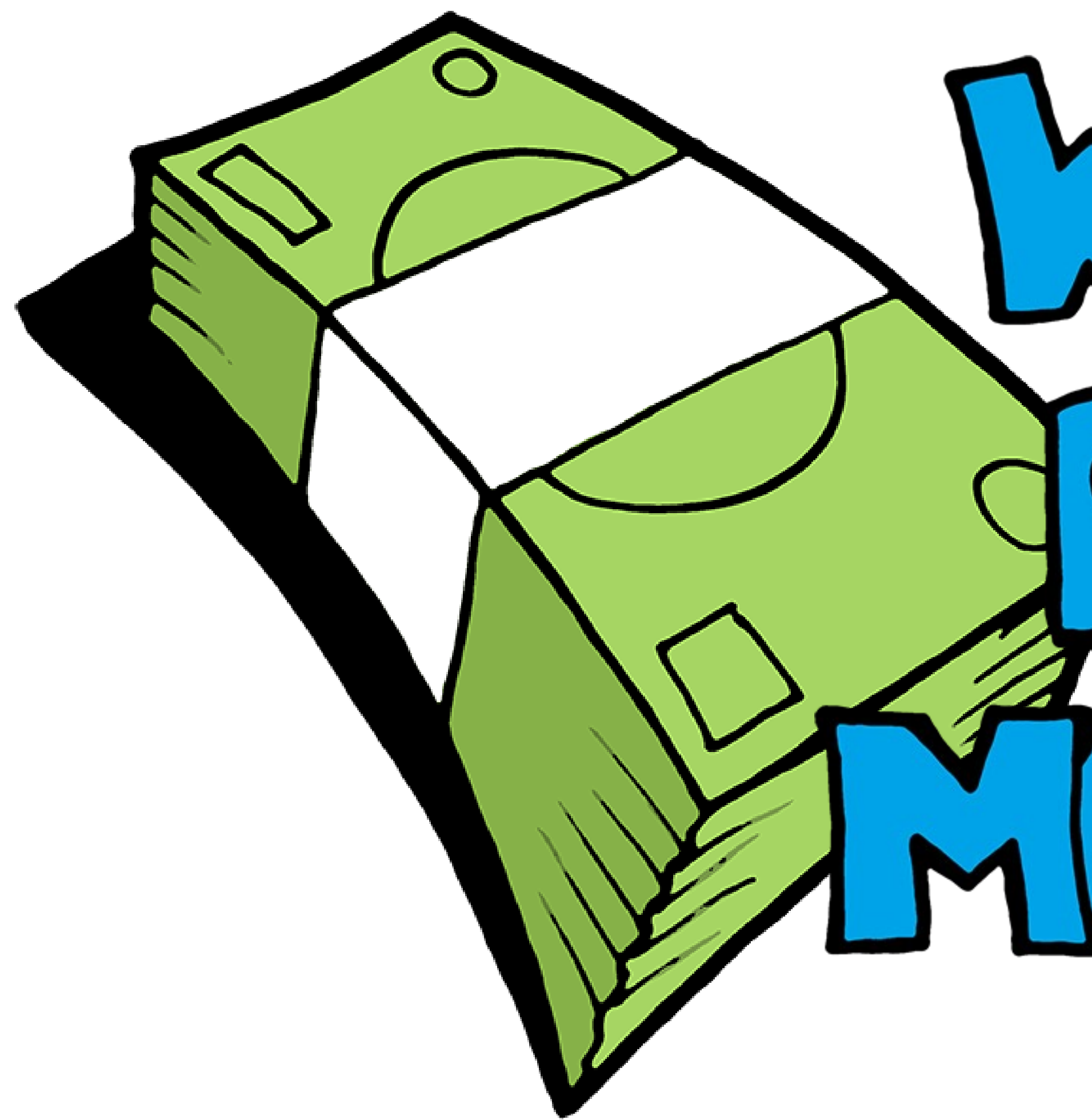
$$rT + rF + i\#C = mM$$

Reduce Time spent with clients
+
Reduce Fees
+
Increase the Number of Clients
=
more Money





**SLOWING
DOWN
THE
SERVICE**



**WHY
PAY
MORE?**





BE
OUR
GUEST



**WHERE
IS THE
VALUE?**





DEEP INTO THE WOODS



**How
was
Time
Spent?**



3S MODEL

CREATING A CLIENT EXPERIENCE



HOW CAN YOU S_____ THEM?



WHAT PAIN POINT CAN YOU REMOVE FROM THE PROCESS?



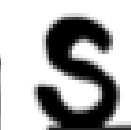
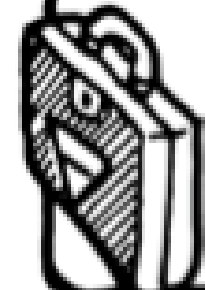
HOW CAN YOU MAKE IT MORE S_____?



BUT WAIT...



WHAT S_____ CAN YOU SHARE WITH THEM?

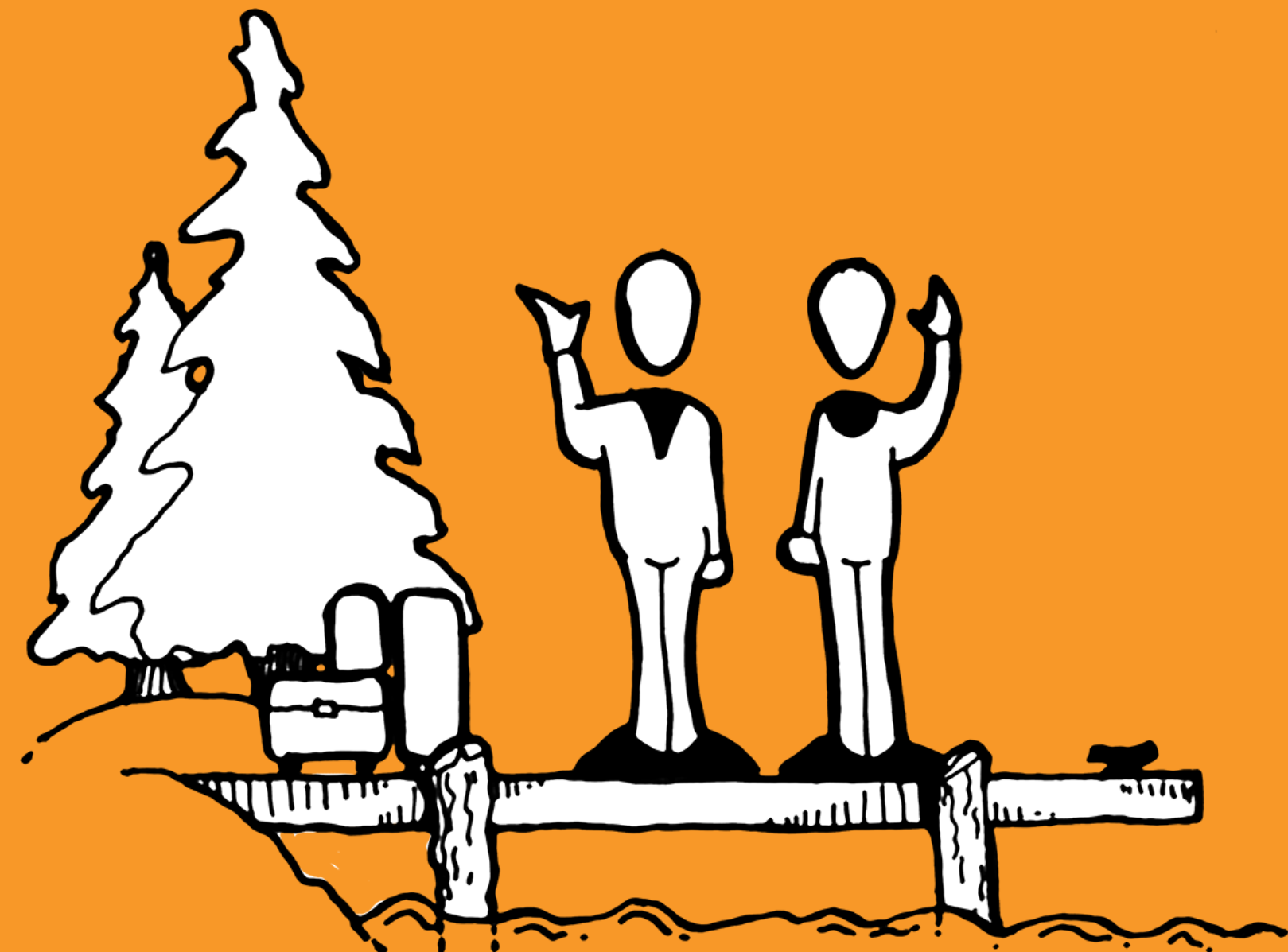
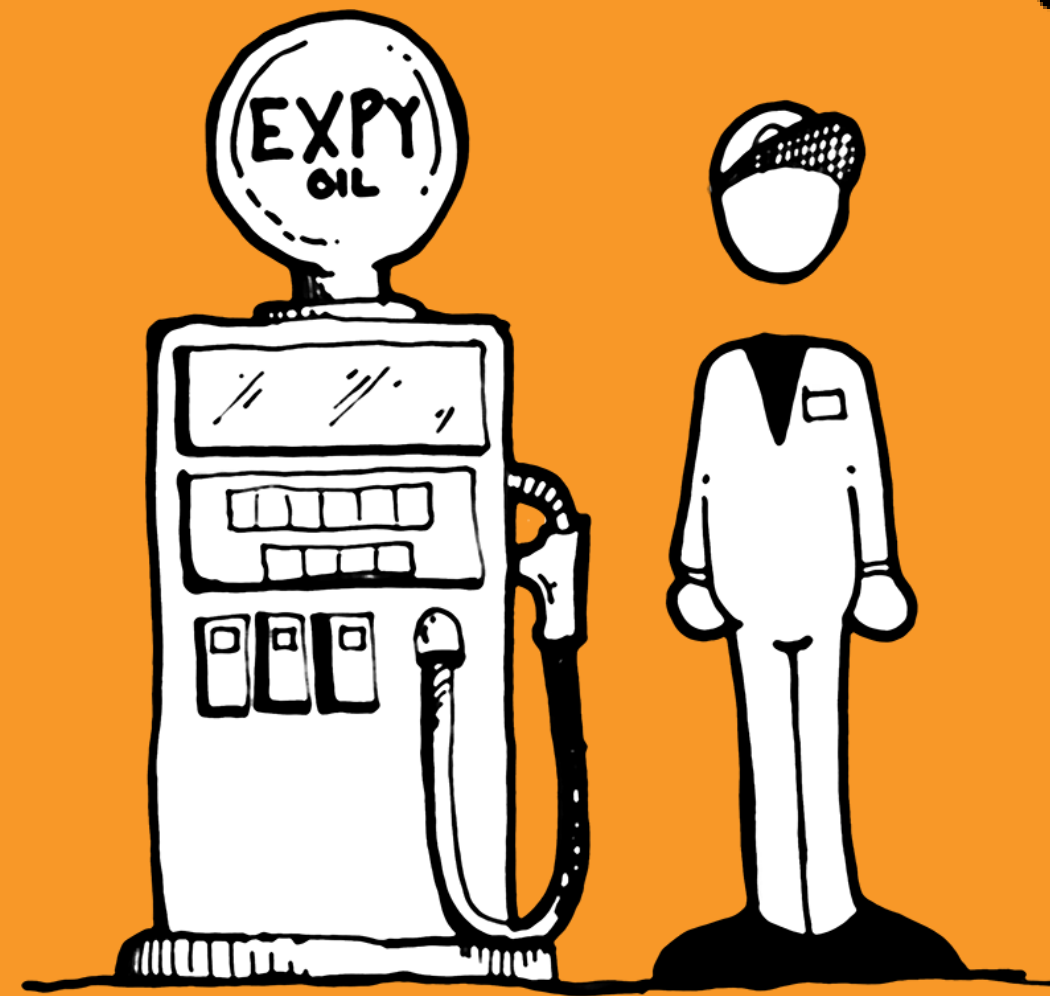


HOW CAN YOU BUILD S_____?



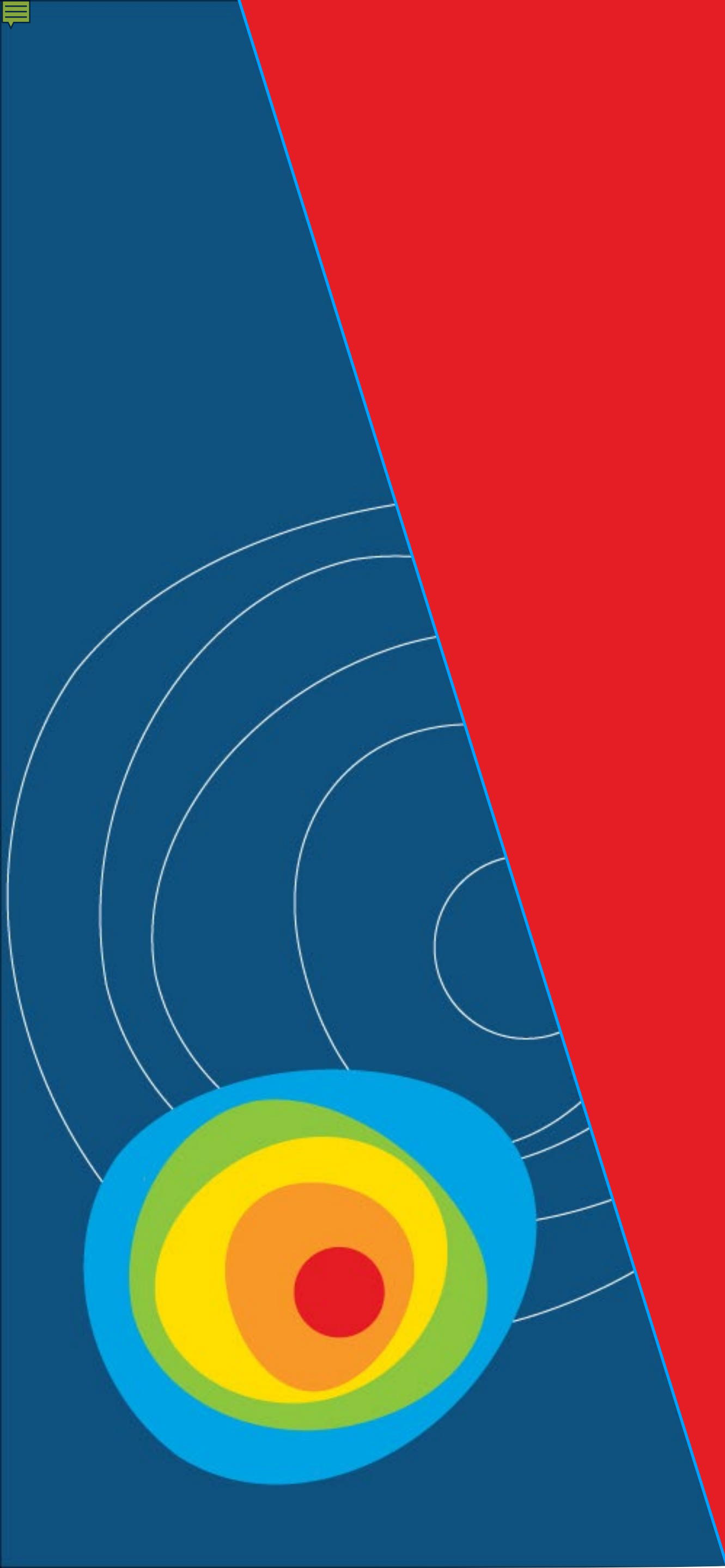
What is the Common Thread?

TIME



Ways to Use Time

- Slow Down the Service
- Treat Clients Like Guests
- Go Beyond the Process

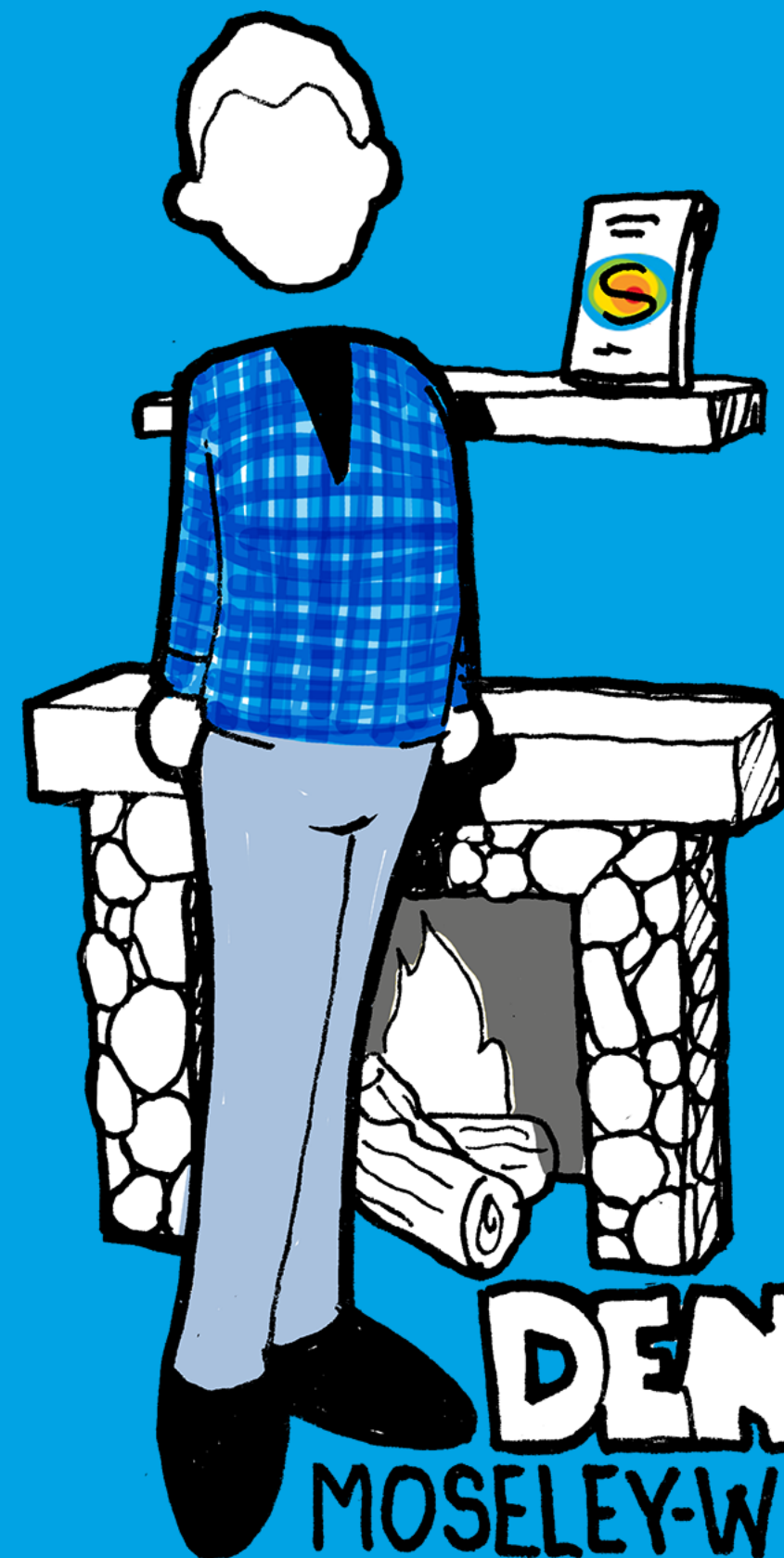


CREATING GREATER

VALUE

WITH

TIME



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