

## James Gilmore

Expert on Customer Interaction and Experience

**Differentiating Your Business In The Experience Economy.** How does any enterprise prosper today? The key is offering compelling experiences that engage customers in a personal and memorable way. Offering goods and services is no longer enough to differentiate one's business. In this talk, Gilmore not only describes the shifting dynamics in how value is being generated in advanced economies, he shares a portfolio of specific methods for staging revenue-generating experiences. And he illustrates each technique with exemplars that demonstrate how to create experiential value in very practical terms. Audiences walk away with insights on experience innovation as well as a rich set of tools for staging such experiences.

**LOOK: Why Innovation Starts With Observation.** Observation is key to innovation. The importance of observation is obvious: What we see drives what we think and what we do. Yet we live in an age of digital distraction, with our eyes increasingly directed at the myriad screens mounted on our walls, placed on our desks, held in our hands, even worn on our wrists. Seeking to restore an appreciation for the insights to be found in the everyday circumstances of our workplaces, homes, communities, and recreations, Jim Gilmore offers an observational tool called "Six Looking Glasses." In this session, Gilmore will challenge the audience to examine how they spend time with their eyes, and then describe six different ways of looking, share a technique for developing observation objectives, and outline specific approaches to begin seeing the world anew.

**Designing Experiences In The Digital Age.** Addressing the tension between the physical and the virtual, this presentation opens with a short "pre-show" (think Pixar short-animation before the main feature film) that vividly visualizes the impact that "life on the screen" is having on the consumer landscape. What follows is an eye-opening survey of today's consumer landscape via "A Year in the Life of Doug & Cheryl"—using one fictional couple as a Design Persona to help executives and managers see the world differently, through the eyes of everyday people. Then the bulk of Gilmore's talk outlines six core approaches for successfully designing experiences in the digital age—customization, gamification, subscription, admission, transformation, and randomization—in a most thought provoking session.

**Thinking About Leadership Thinking.** Leadership requires ongoing thinking about the very leadership principles and practices employed to inspire, direct, and encourage an organization's people as they work together toward common goals. In this talk, Gilmore walks through eight sources of useful thoughts to help leaders refresh and renew their own thinking about leadership. Each serves as a resource for future study as various issues are explored—ranging from assessing personal and professional friendships, orchestrating group dynamics, scanning cultural trends, improving observational skills, identifying future talent, seizing marketplace opportunities, enriching self-awareness, and fostering curiosity.

**Authenticity: What Consumers Really Want.** Everywhere one turns—in business marketing, political campaigns, non-profit charities, educational initiatives, even religious institutions—one sees appeals to and claims of authenticity. People want real food, real cities, real experiences, and real causes. Why? In this talk, Gilmore traces the history behind this contemporary consumer desire for authenticity, frames a discussion about different genres of authenticity, distinguishes the "real-fake" from the "fake-real," and surprisingly introduces steps for deliberately gaining the perception of authenticity by, ahem, rendering offerings real. Really? Really.