



THE INAUGURAL TRANSFORMATION ECONOMY EXPERT CERTIFICATION COURSE

AUGUST 17-21, 2026 MINNEAPOLIS, MINNESOTA

Guided by *B. Joseph Pine II*

A NEW
FRONTIER
OF VALUE.

A NEW ROLE
FOR LEADERS.



LEARN HOW TO GUIDE TRANSFORMATIONS.

Organizations are being called on to do more than create memorable experiences. They are being called on to help people **achieve their aspirations and flourish** as human beings.

THE SHIFT IS UNDERWAY

For decades, the Experience Economy has shown us how to create value through memorable experiences. Today, **customers seek more.**



IMPROVE
THEIR HEALTH



GROW
THEIR WEALTH



DEEPEN
THEIR WISDOM



DISCOVER GREATER
PURPOSE

This shift—from staging experiences to guiding transformations—represents the **next evolution of economic value.**



THE QUESTION IS NO LONGER:
"How do we create a better customer experience?"

THE QUESTION IS:
*How do we help people
achieve their aspirations?*

COURSE FEES: USD\$16,000

Includes all course materials, The Transformation Toolkit, and lunches on course days.



THE TRANSFORMATION GUARANTEE

Unlike most executive education programs, a portion of the tuition is tied directly to the value you believe you receive.

1 \$4,000
RESERVES
YOUR PLACE

2 50%
DUE BEFORE
THE COURSE

3 FINAL 25%
SUBJECT TO OUR
TRANSFORMATION
GUARANTEE

If, after fully participating, you do not believe the experience meaningfully expanded your ability to think about, design, and guide transformational offerings, you may determine what portion of the final balance is appropriate to pay—all, some, or none.

We believe so strongly in the transformational power of this work that we are willing to share in the risk.

WHAT YOU RECEIVE

- Official Transformation Economy Expert Certification
- The Transformation Toolkit
- Comprehensive course materials and workbook
- Certification emblem and credentials
- Post-course integration session
- Individual follow-up session with Joe Pine



INDIVIDUAL
TRANSFORMATIONAL
EXERCISES



COLLABORATIVE
DESIGN WORK



FACILITATED
DISCUSSIONS &
CASE EXPLORATION



TRANSFORMATION
CHALLENGES



REAL-WORLD
APPLICATION

Participants will not simply study transformation. They will actively engage in transformational work themselves.



B. JOSEPH PINE II

Co-author of *The Experience Economy* and author of *The Transformation Economy*.
Pioneer. Advisor. Thought Leader.

THIS IS YOUR MOMENT.

The Experience Economy changed how organizations think about value. The Transformation Economy changes what value itself can become. Join the inaugural cohort and help define the future of transformation.

LEARN MORE & ENROLL

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