

Pine & Gilmore's legendary event can now be designed and staged just for **your** company.



# thinkAbout4U<sup>EM</sup>

## The Strategic Horizons Flagship Experience Now Customized for Individual Companies

From 1998 to 2017, Joe Pine and Jim Gilmore staged their annual **thinkAbout**, a two-day, high-energy, high-impact experience that fostered creativity, innovation, learning, and idea exchange. Using a series of highly interactive experiences, Pine & Gilmore took attendees from real-world provocation > lesson extraction > creative ideation > practical design of engaging, new experiences.

Now Pine & Gilmore introduce **thinkAbout4U**, which borrows the successful format of the original **thinkAbout** and lets companies customize the content and location especially for their own hand-picked participants. Personally directed onsite by Joe Pine and/or Jim Gilmore, companies can now create a customized two-day immersive learning experience that exclusively serves their needs and objectives.

Companies pick from a list of past **thinkAbout** cities (or even choose a new one) to serve as the stage for the learning, then work with Pine & Gilmore to select the content focus that fits their needs – in areas such as Experience Staging & Design, Mass Customization, Authenticity, Virtual/Digital Experience, and Observational Skills. **thinkAbout4U**'s presentations, Learning Excursion, Facilitated Debrief, and List of Top Ten Experiences will all revolve around content that you've co-designed with Pine & Gilmore – yielding a one-of-a-kind outcome that is highly impactful for your participants.

**thinkAbout4U** can accommodate groups as small as 6 and as large as 38. Companies can choose to work with either Pine or Gilmore (or both!) then select their city as well as their content focus and participants. Over the course of a 60-day planning window, a customized runplan and all support materials will be produced to give the event the accoutrements of a classic **thinkAbout** – right down to the admission passes and Director's chairs!

### For More Information

Consider what a two-day immersion in the Experience Economy can do for your company and a team of key executives. Call us at +1 (330) 995-4680 or email us directly at [thinkAbout@StrategicHorizons.com](mailto:thinkAbout@StrategicHorizons.com) to discuss the possibilities of a customized **thinkAbout4U** for your company.

### *A High-Level Overview of*

## thinkAbout4U<sup>TM</sup>

#### Day One

It's all about Content and Context. Get intimate, interactive learning on the content of your choice, then take to the streets with our renowned *Learning Excursion* that uses customized tour exercises to physicalize your thinking.

#### Day Two

We debrief and apply. Using our proprietary methodology, we will facilitate a series of conversations across teams and topics to surface significant new ideas. Finish the day with a tour of Top Ten Experience Stagers from which you will learn "best principles" to apply to your business.

