

12th September 2022





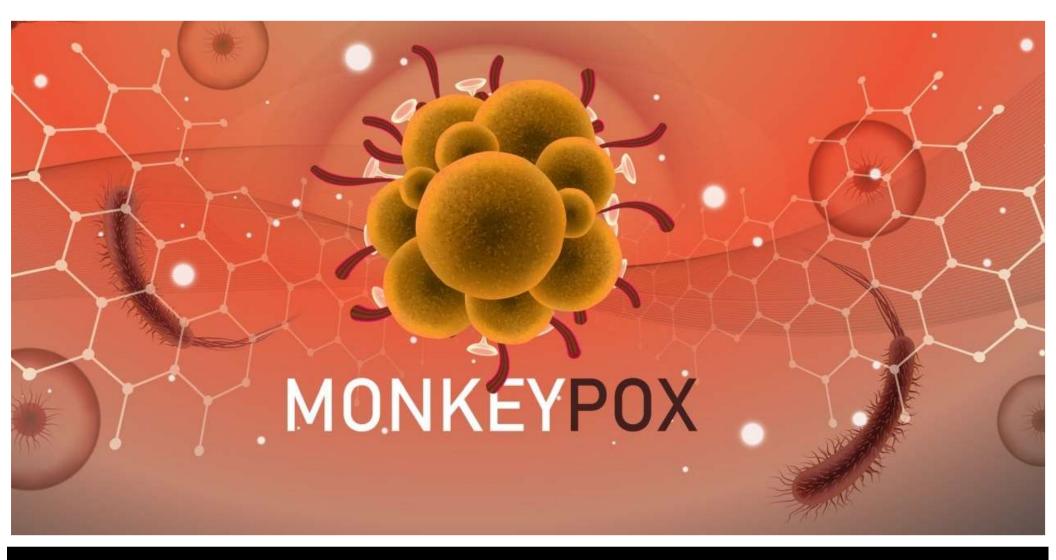






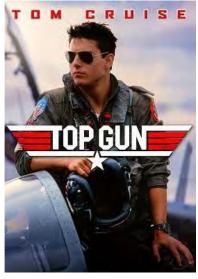


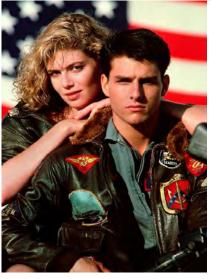




















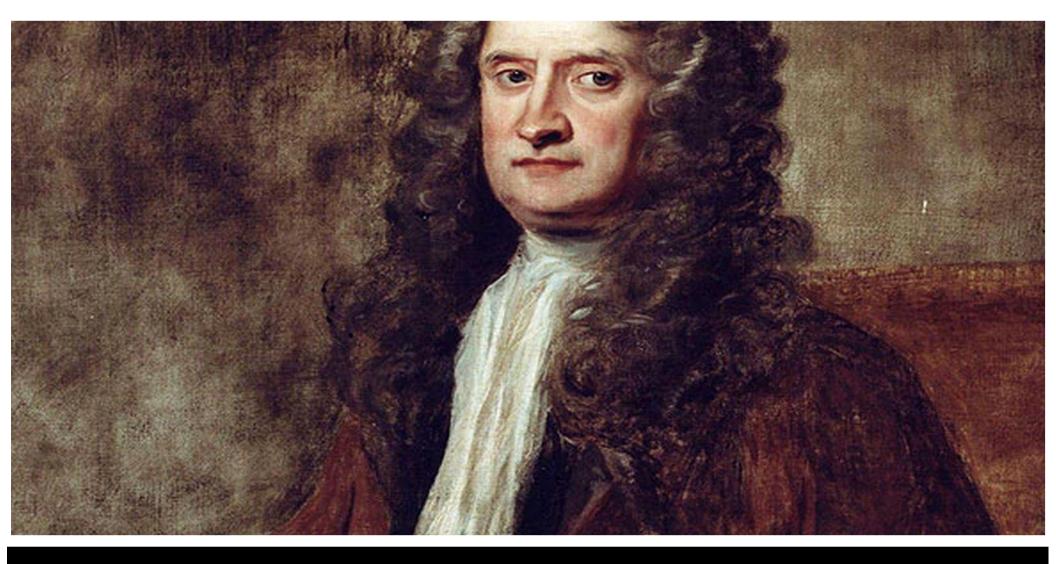






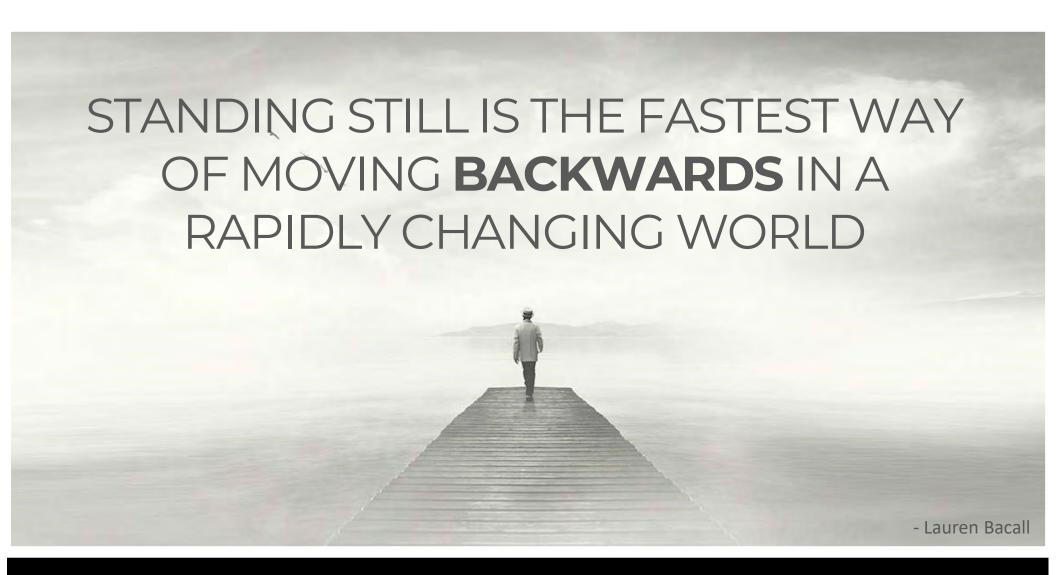


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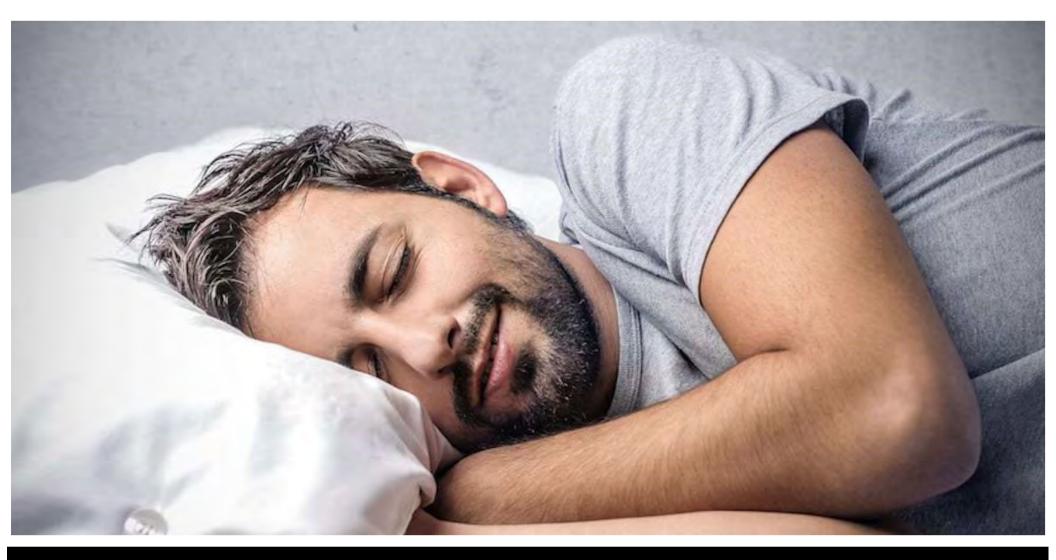




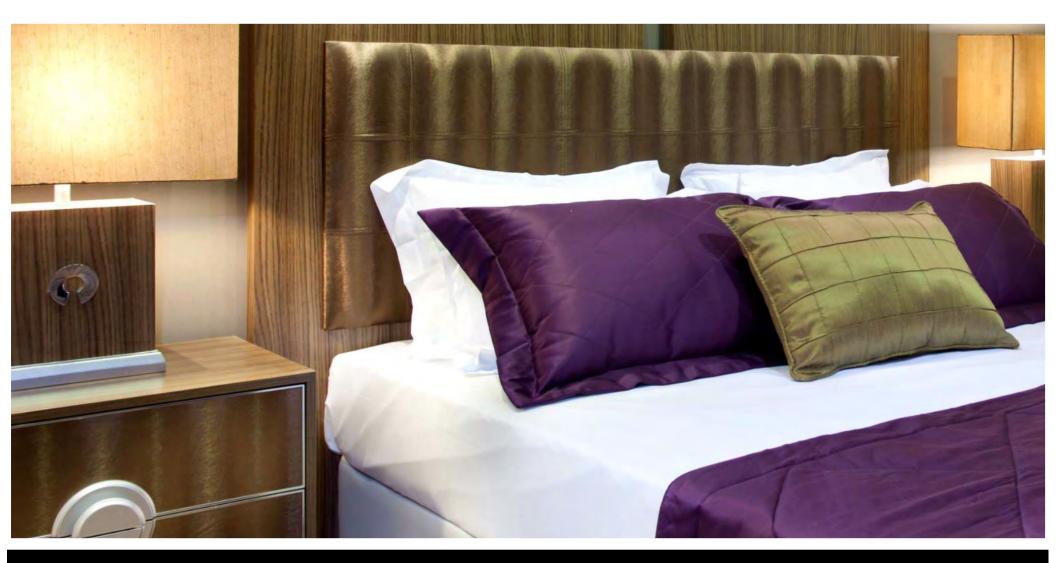




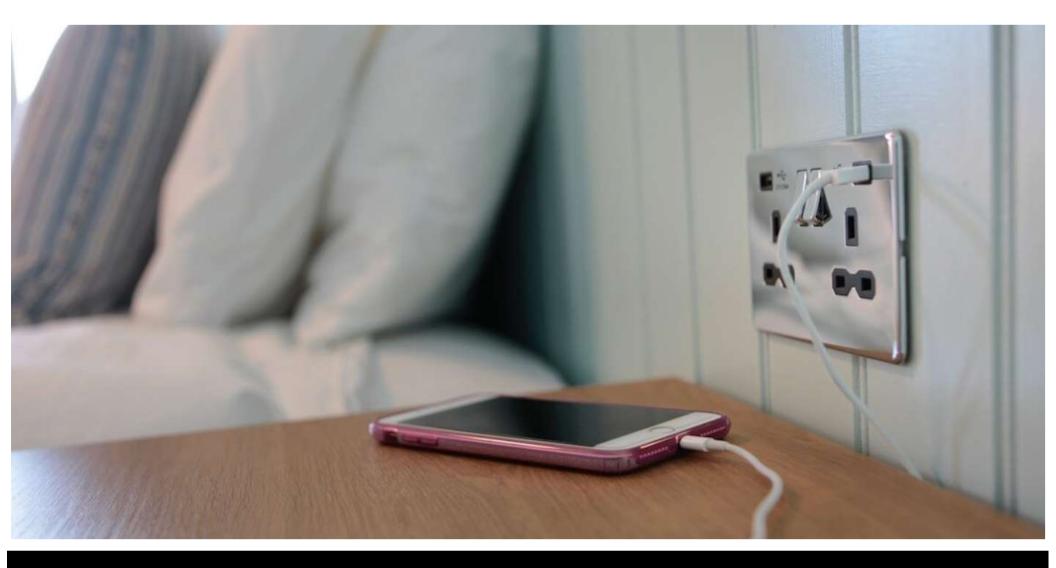




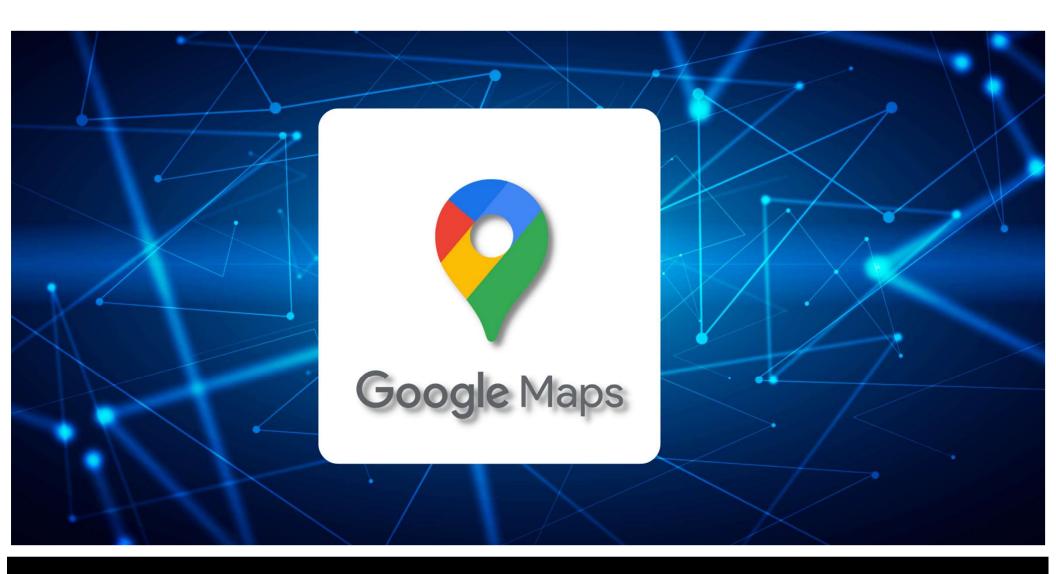












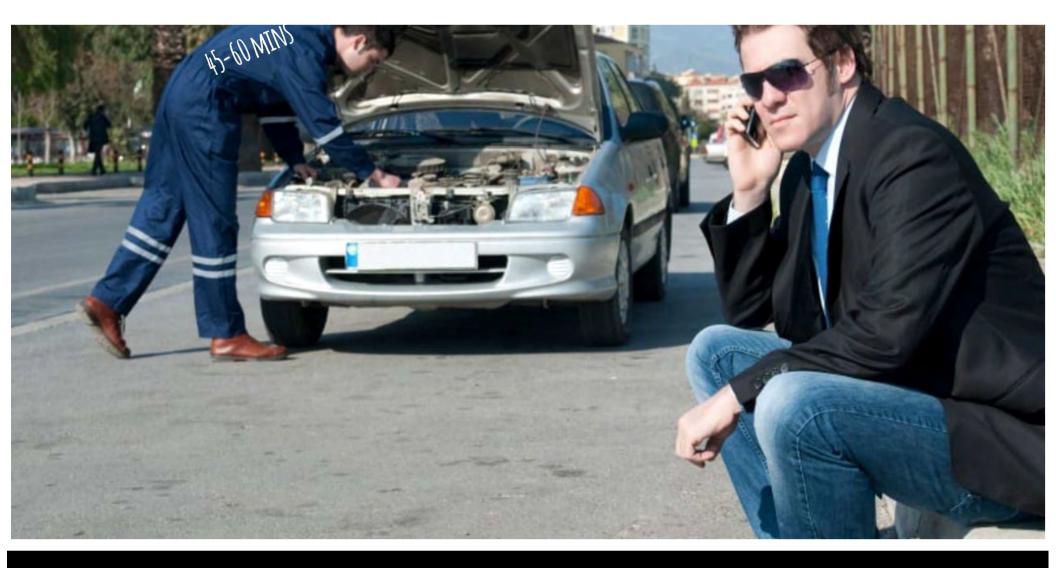














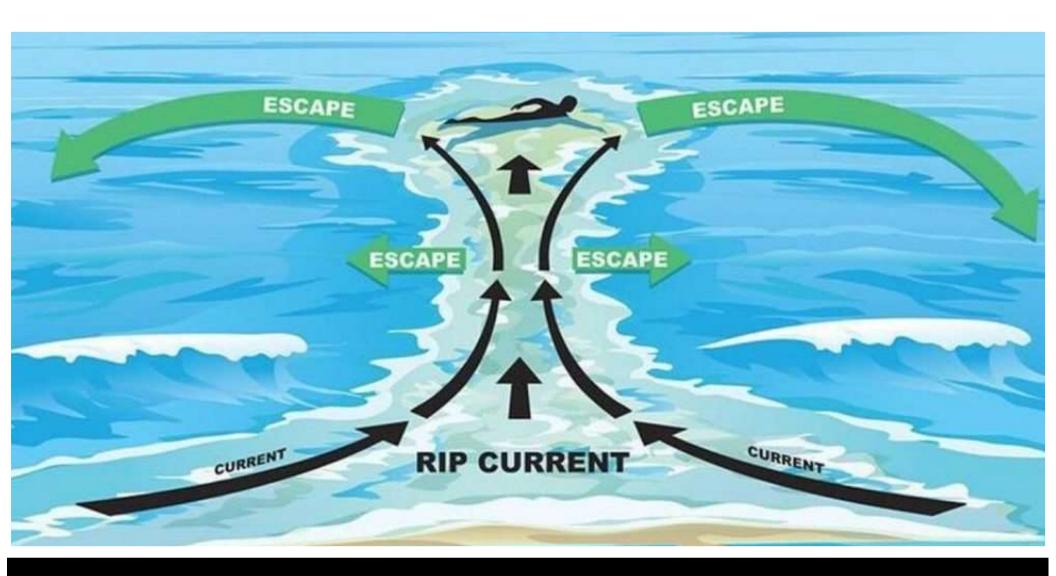


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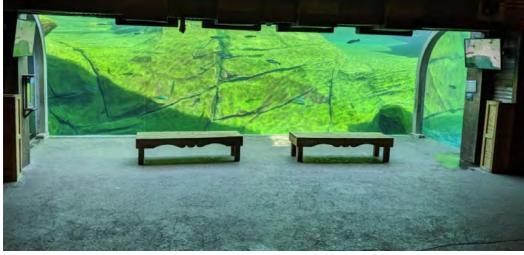












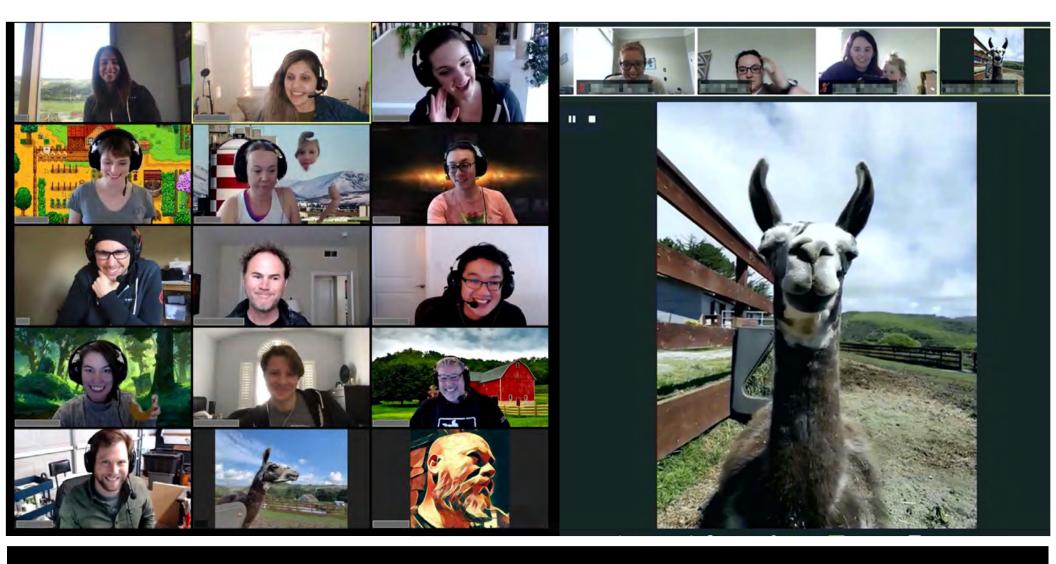








Sweet Farm is home to more than 125 rescued animals























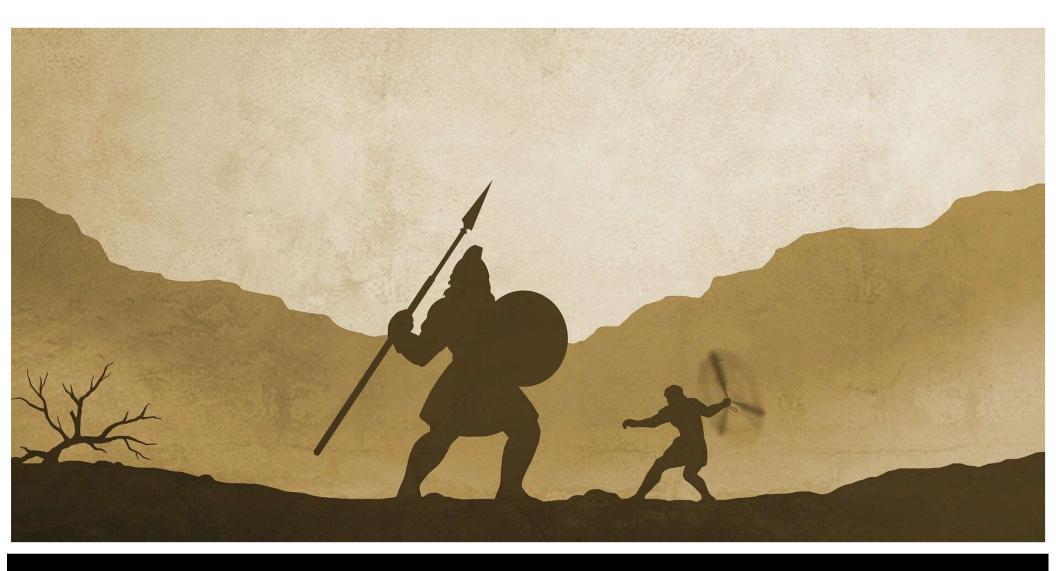




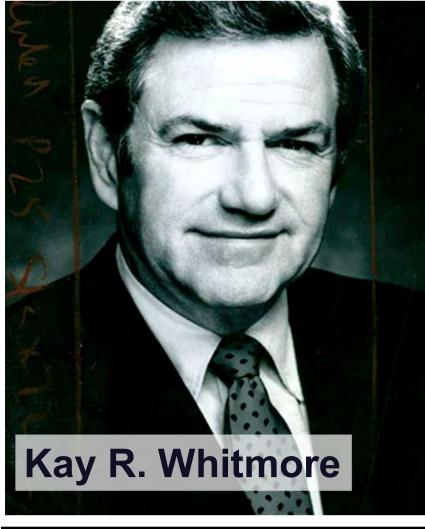






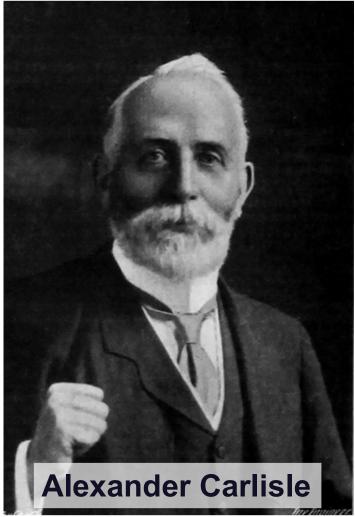








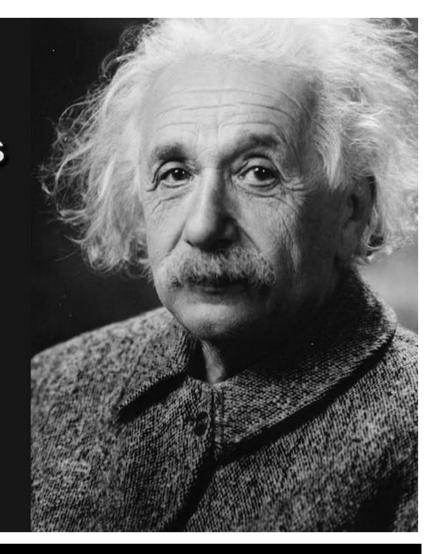


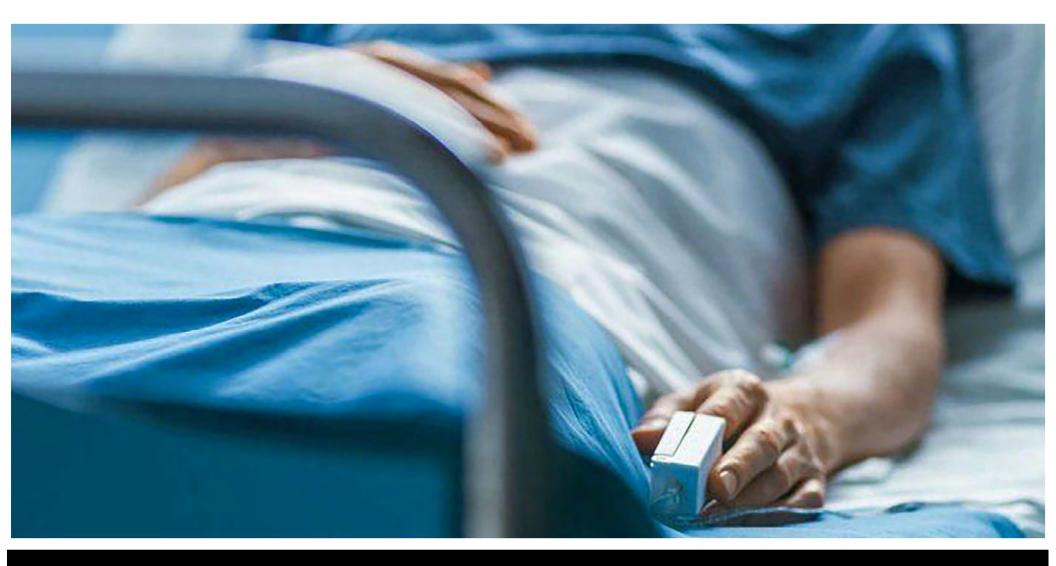




## The only thing more dangerous than ignorance is arrogance

- Albert Einstein





# TGISep2022 12th September 2022







**BABY BOOMERS** 



**GENX** 



**MILLENNIALS** 



**GENZ** 



**GEN ALPHA** 

## 6 GENERATIONS OF CONSUMERS TOGETHER





## KEY RETAIL / CONSUMER FOCUS





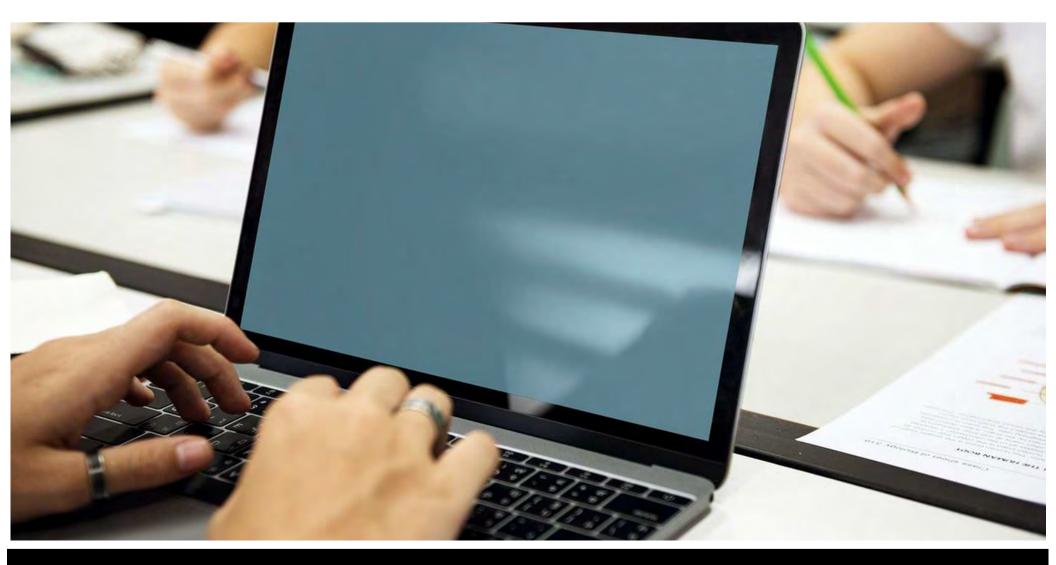


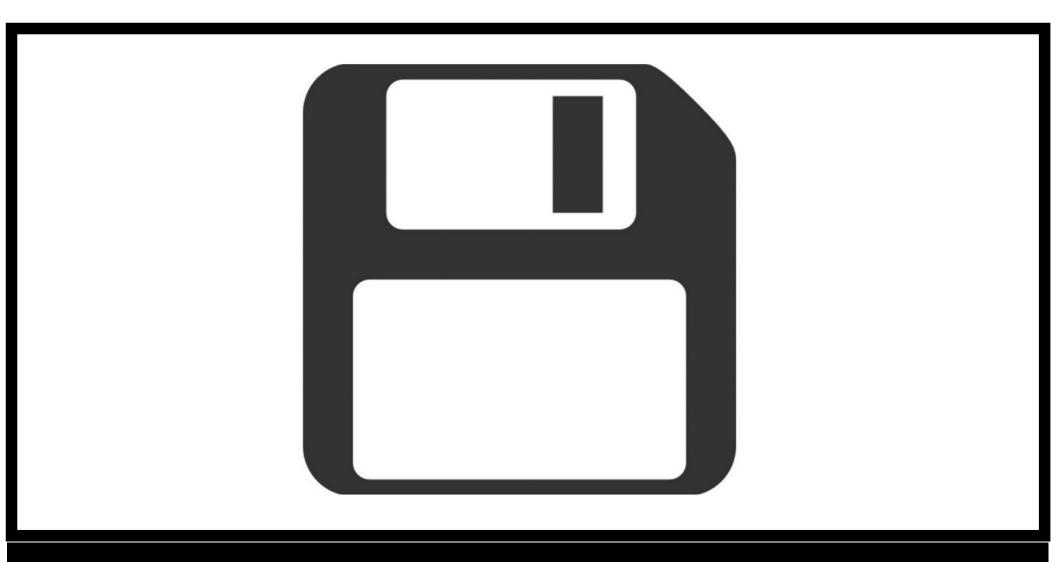




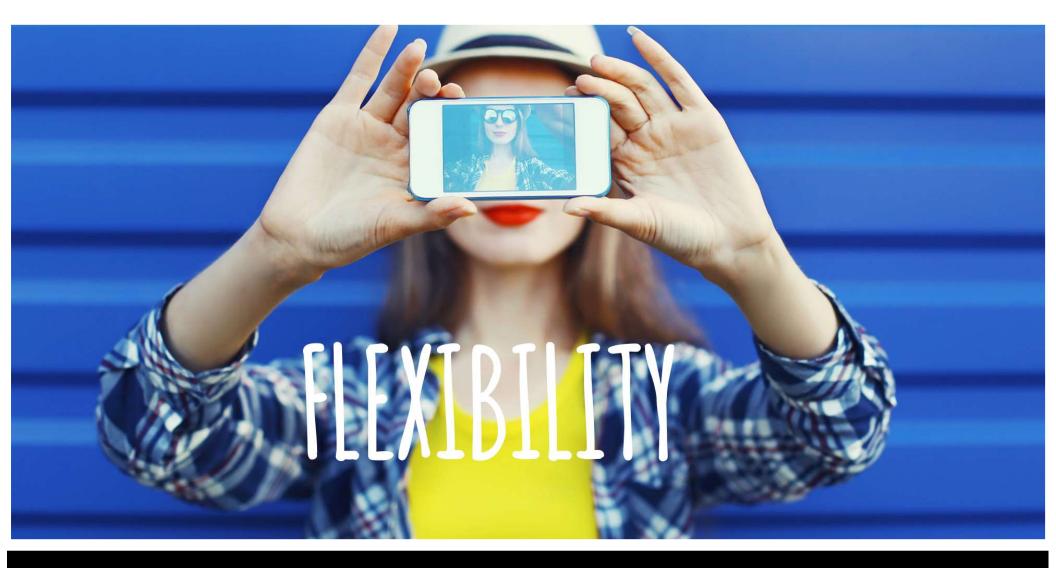








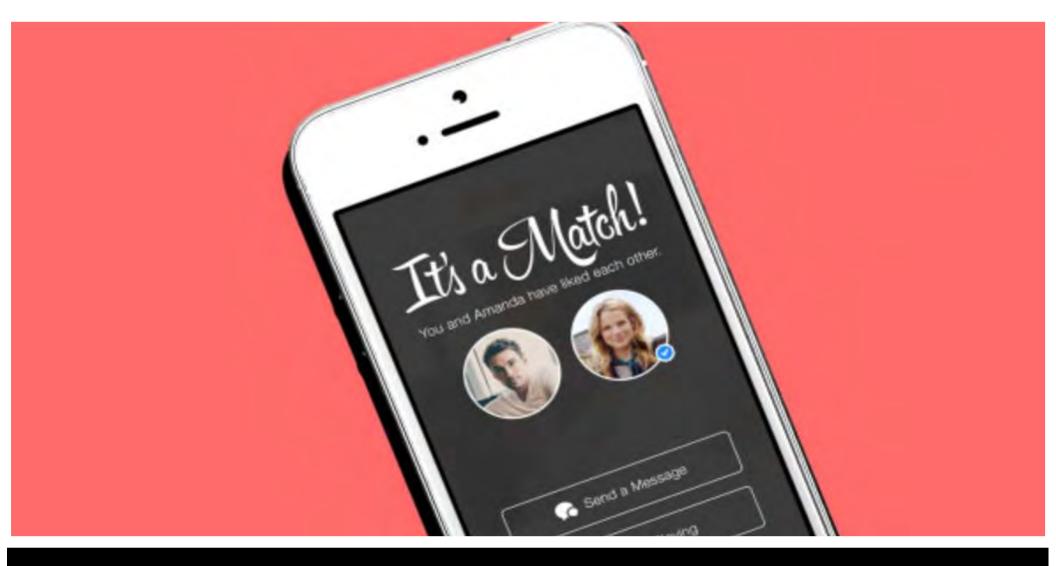


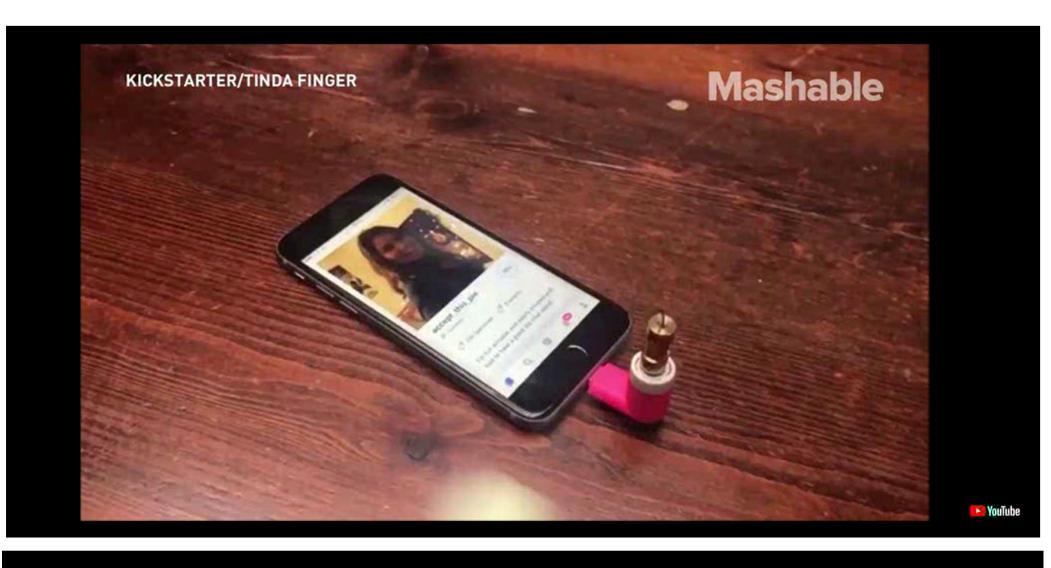


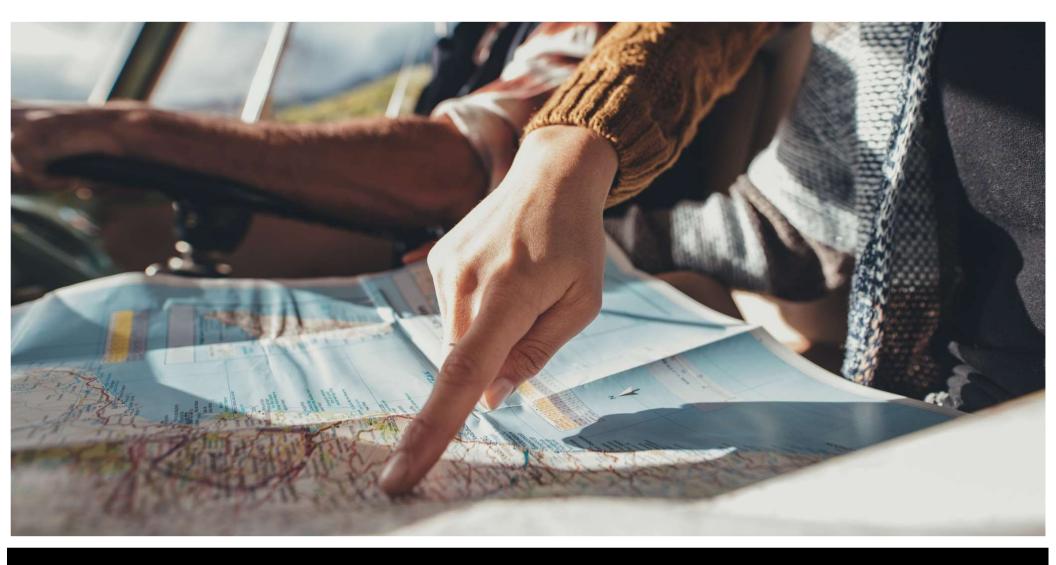


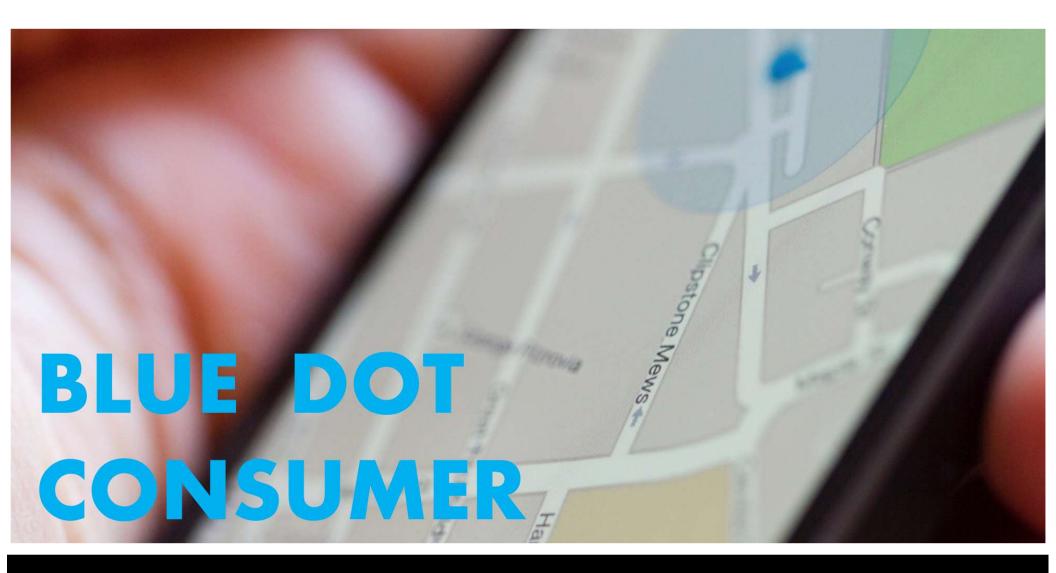






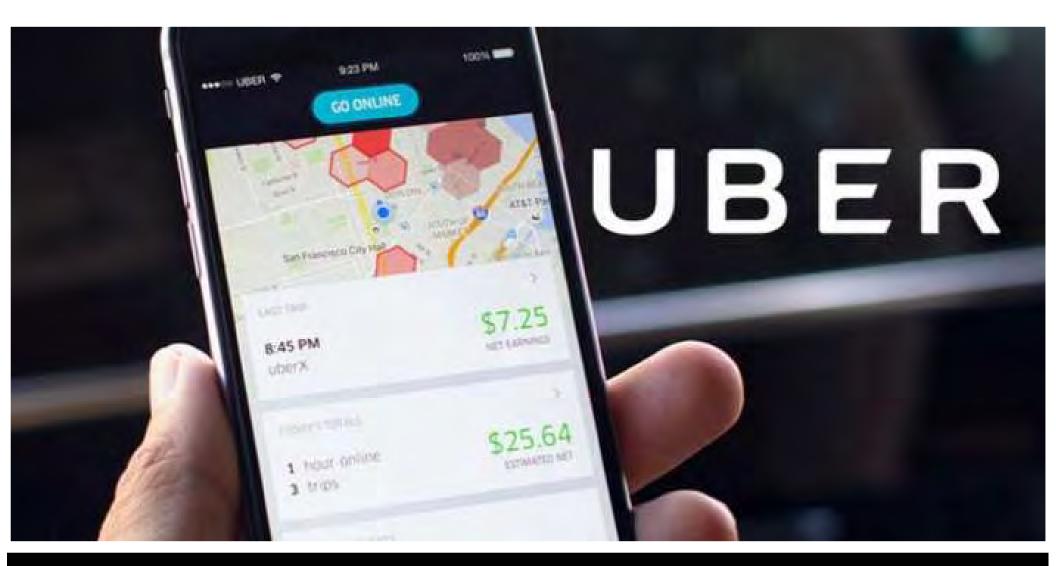




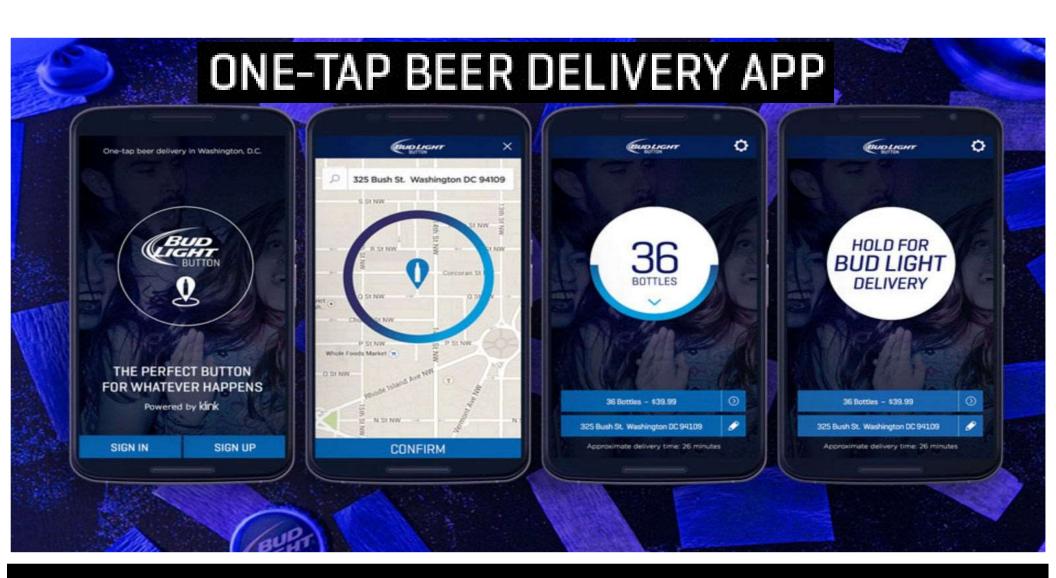


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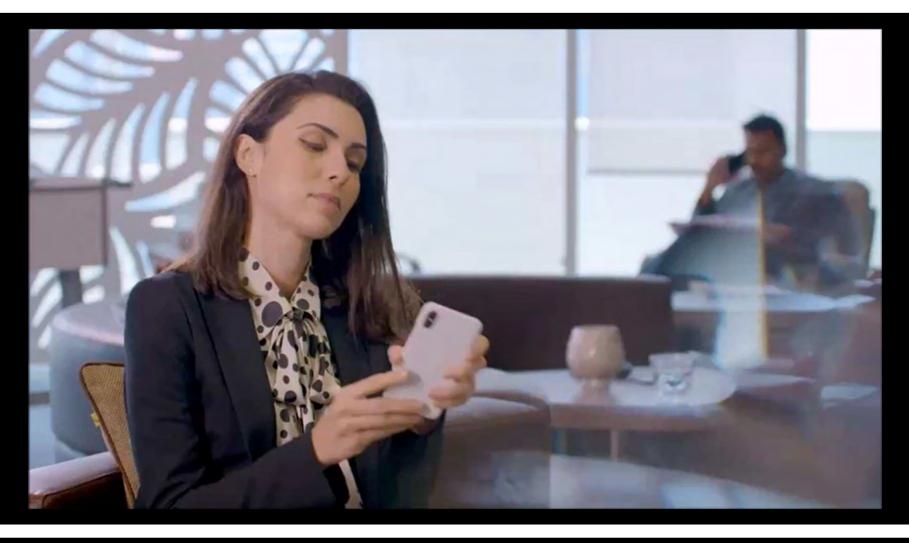


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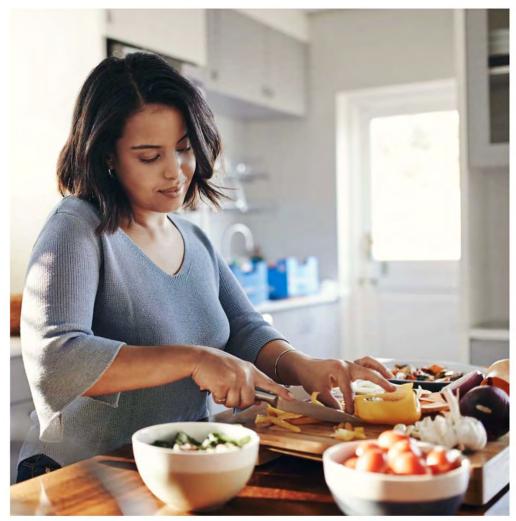






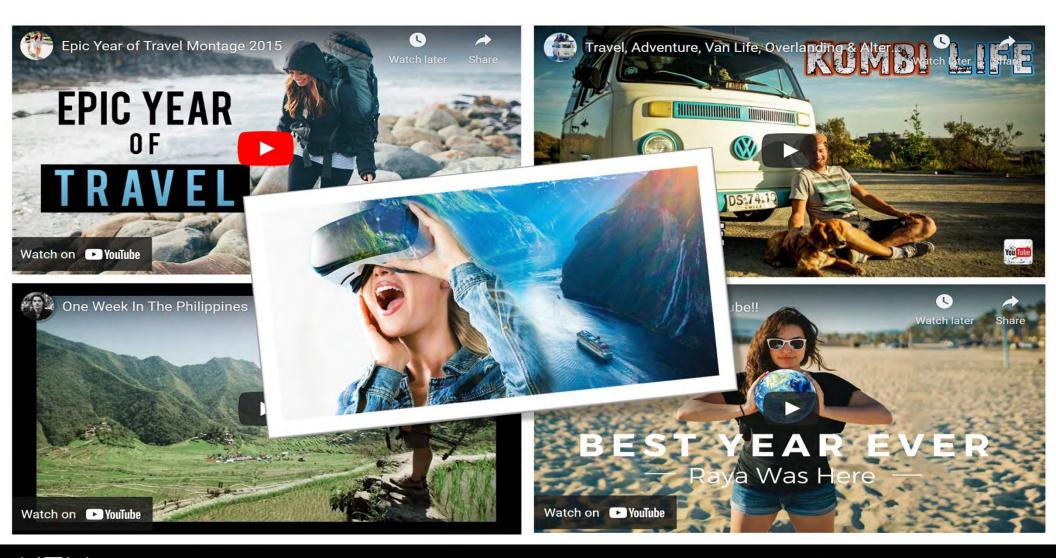










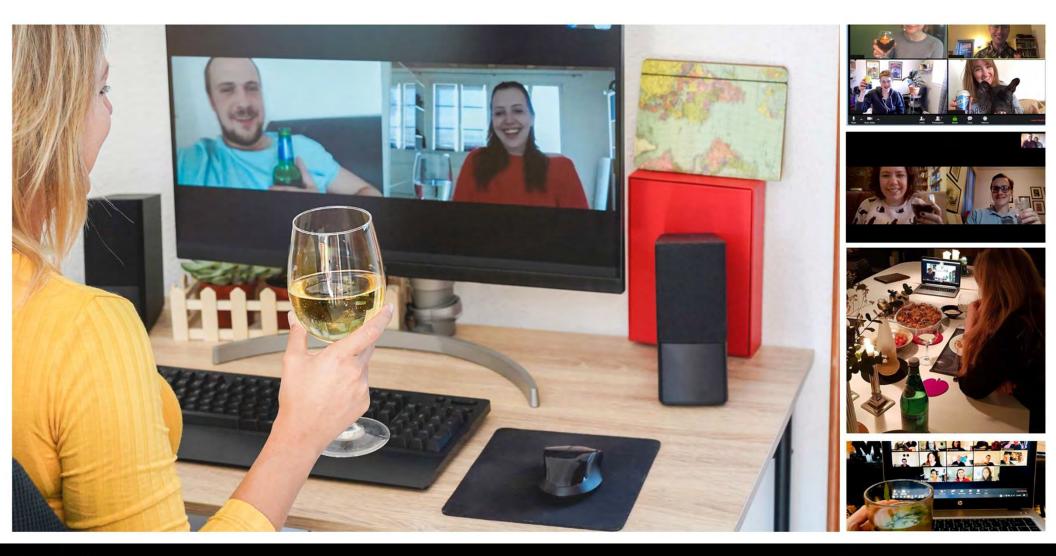
























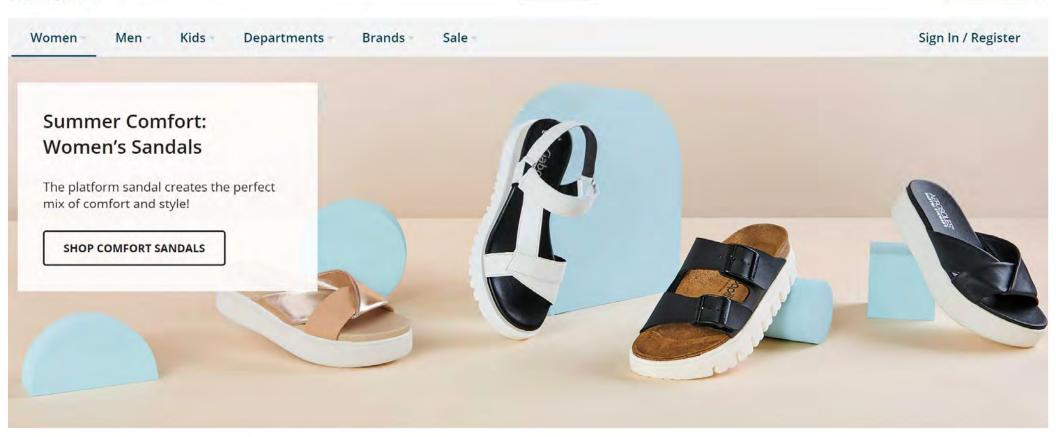


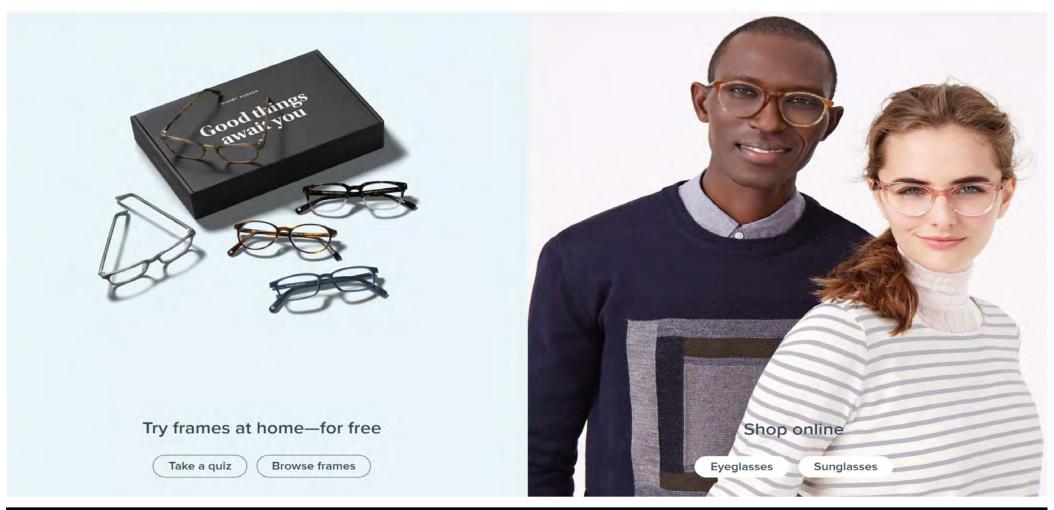


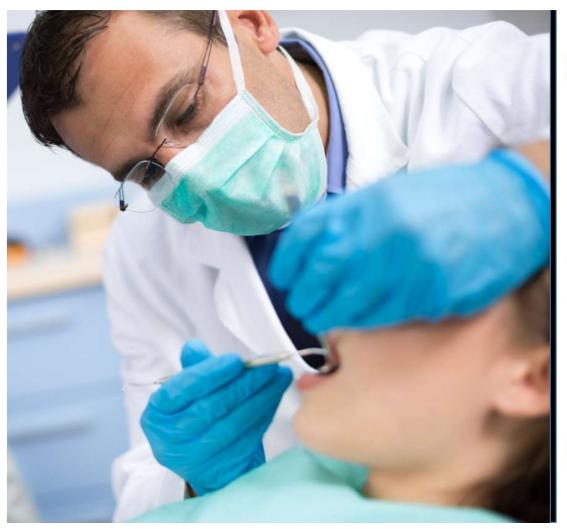
Q Search for shoes, clothes, etc.

SEARCH



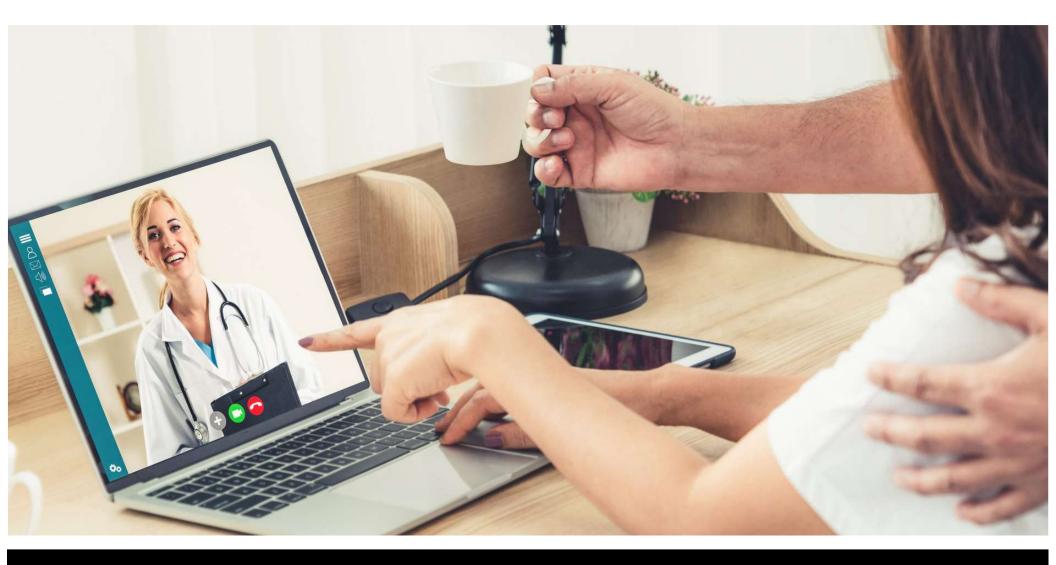








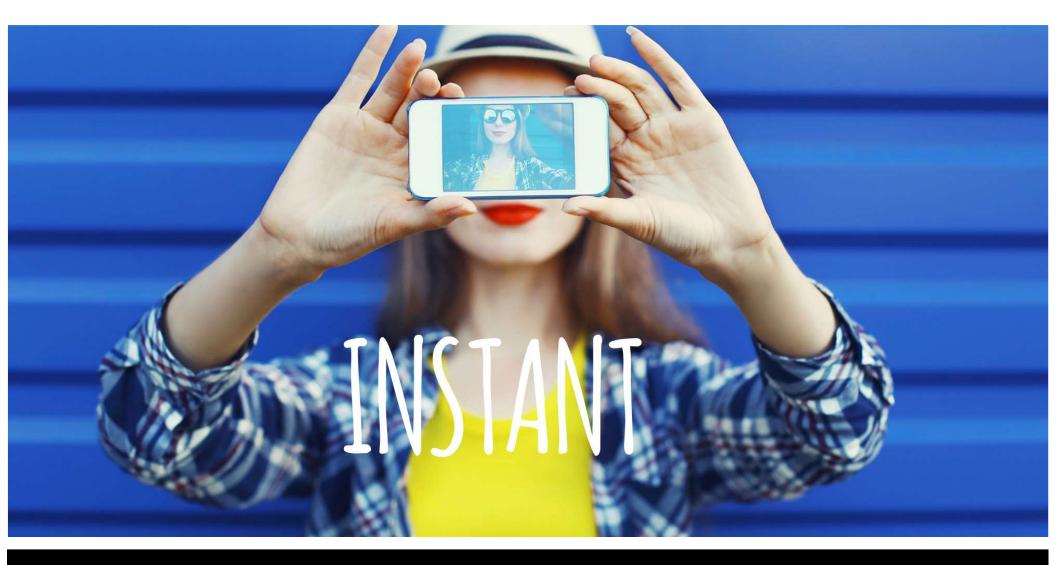




## WHAT DOES 'BLUE DOT HEALTHCARE' LOOK LIKE?

HOW DO WE BUILD
IT AROUND THE
PATIENT AND NOT
THE PROCEDURE?

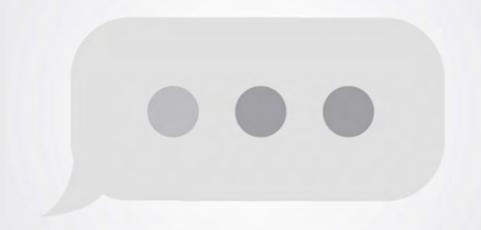




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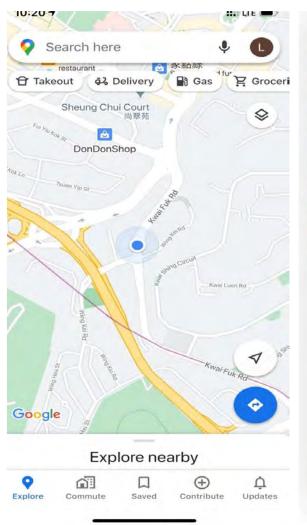
## THE DANCING DOTS CONSUMER

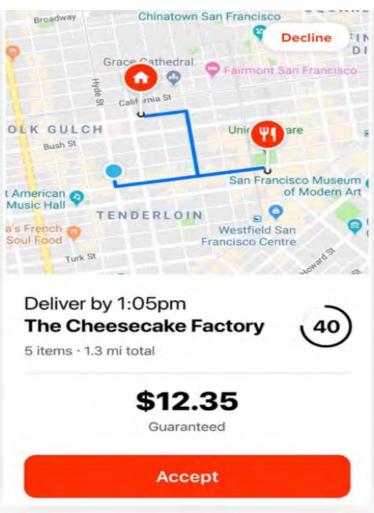


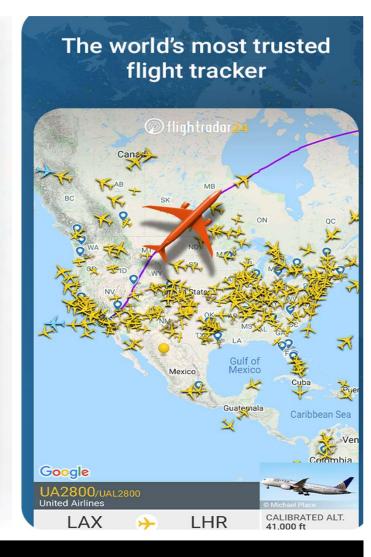


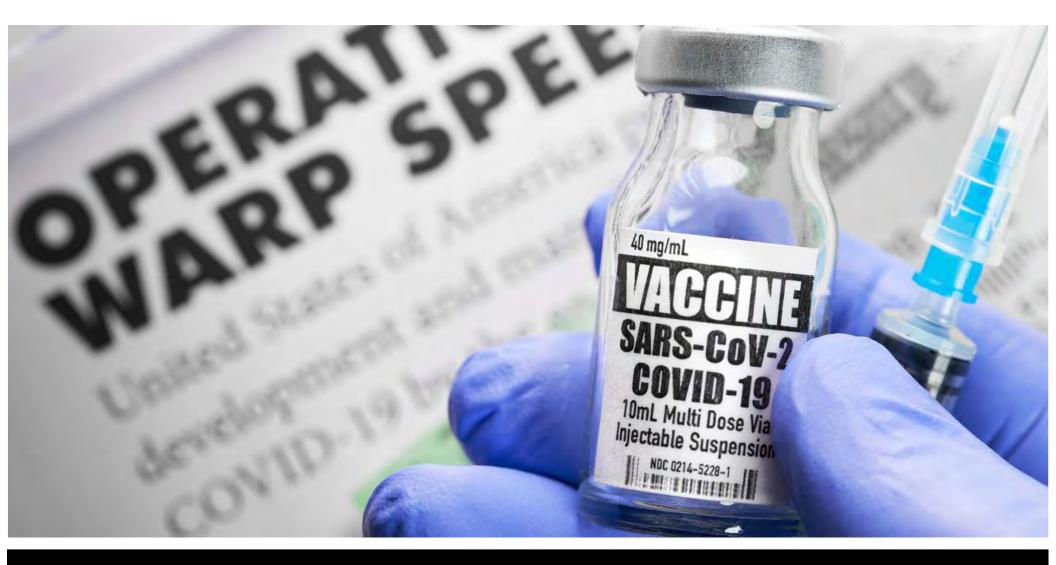












## **EVERYTHING IS NOW**

NO WAITING NO QUEUES

TRANSPARENCY IS KEY

**PREDICTIVE IS BEST** 



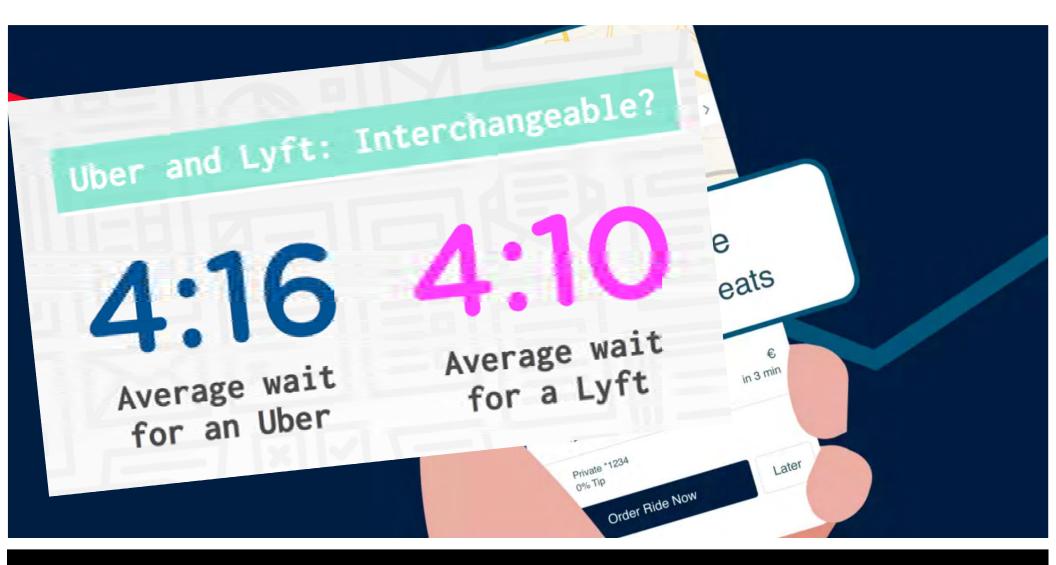


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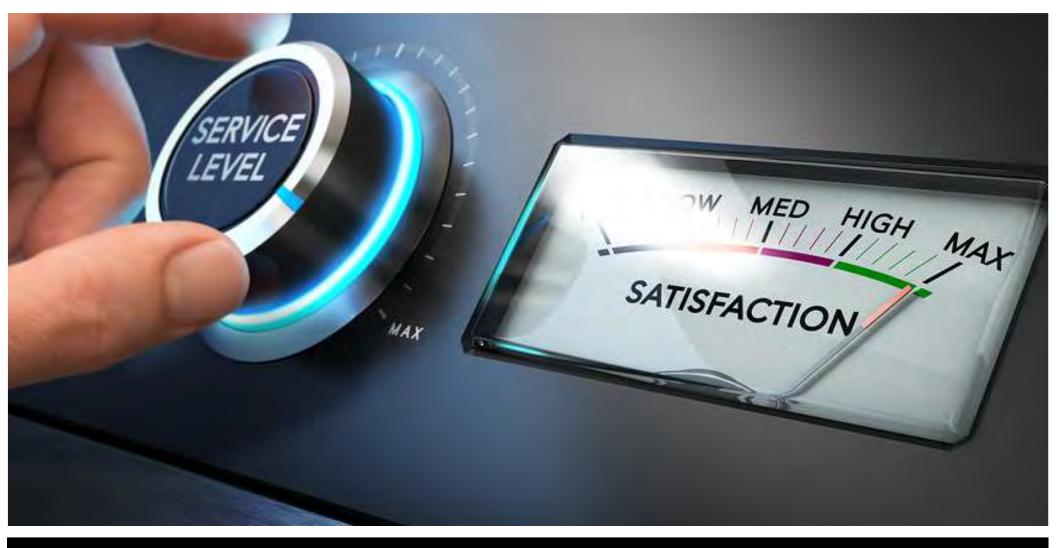


"Expectation is the root of all heartache" - Shakespeare





Aaaptea jrom Iviarty Neumeier Brana Laaaer



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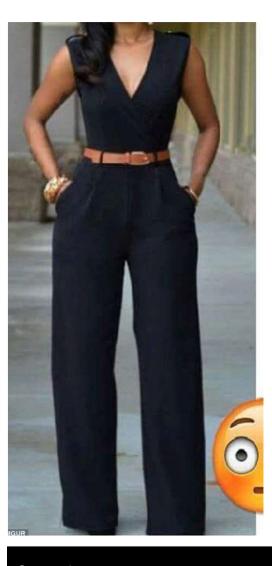
Here is what I bought from wish that are total fails.



They promised greatness but after taking my money, they sent me substandard crap that didnt look like the photos on the web and are too poor quality to wear at all.



















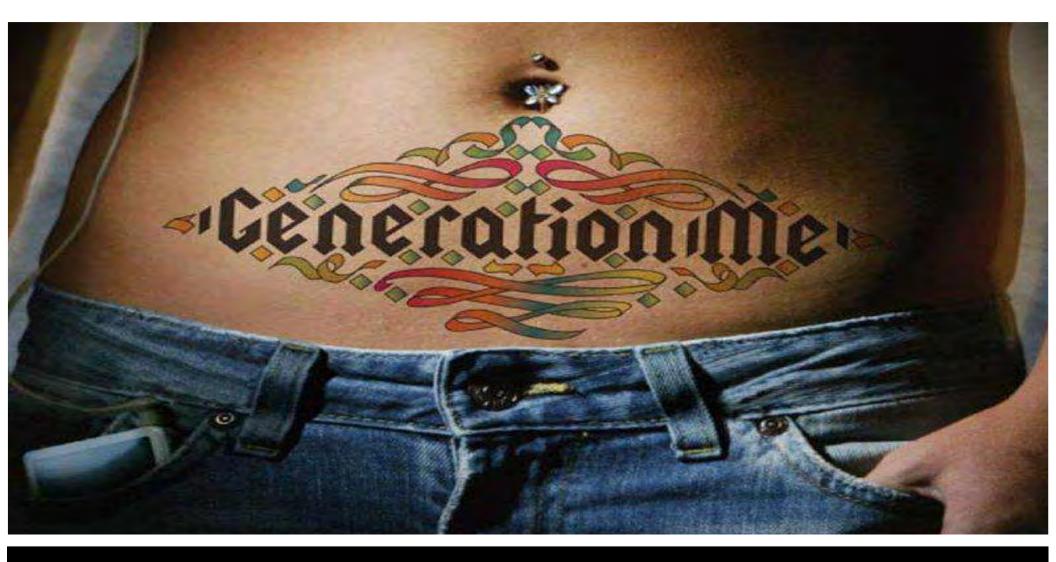
## DELIVER ABOVE EXPECTATIONS

SEAMLESS &
FRICTIONLESS ARE
HYGIENE FACTORS

APPOINT A 'DELIGHT DIRECTOR'



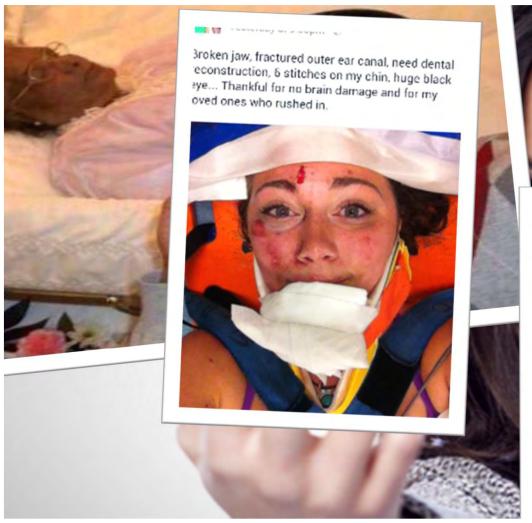






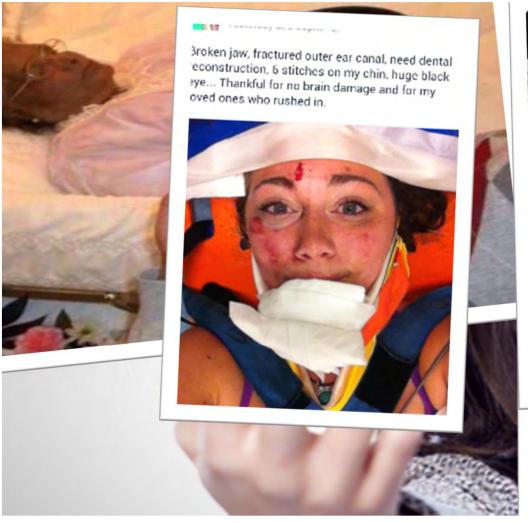


















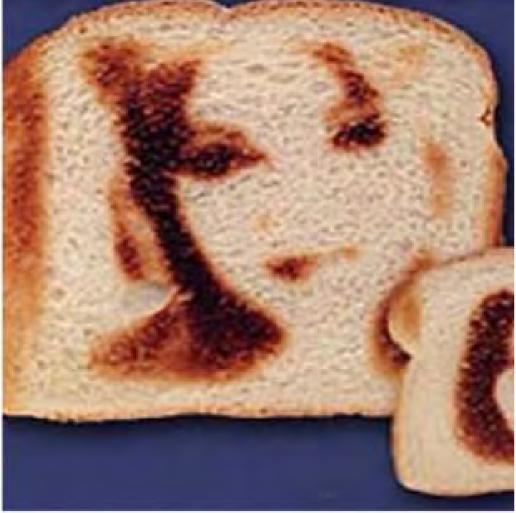


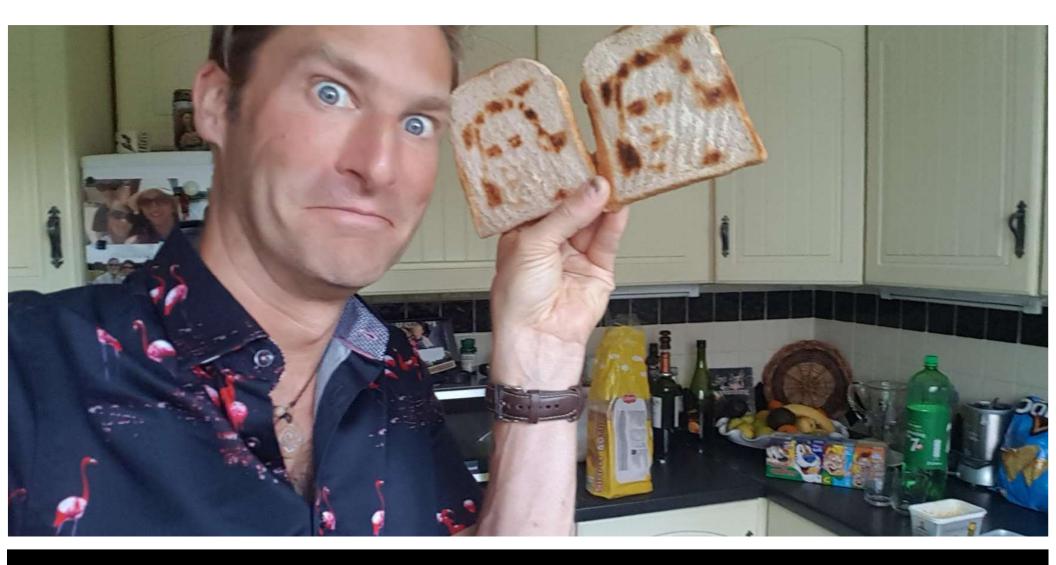






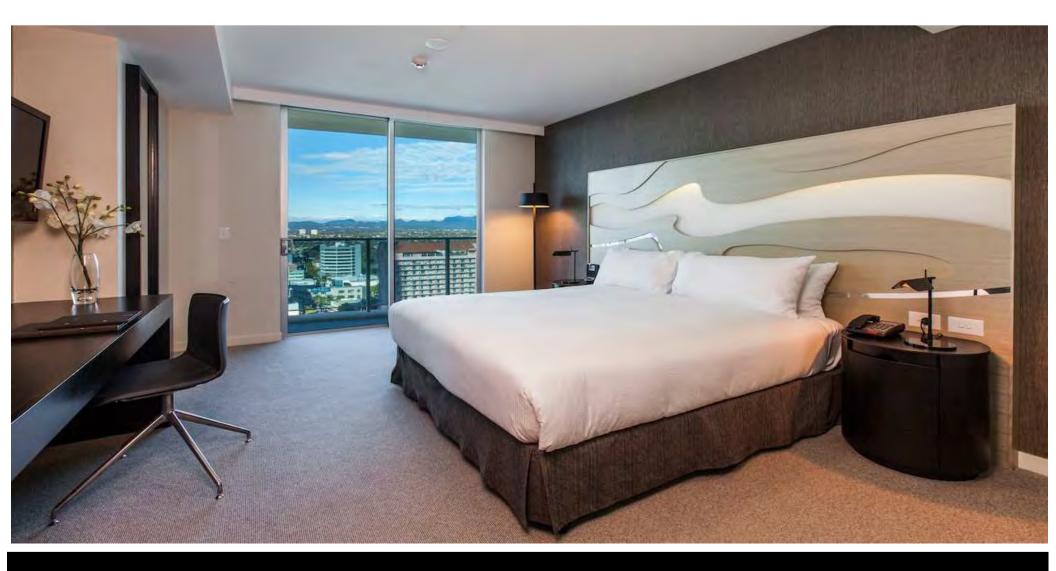


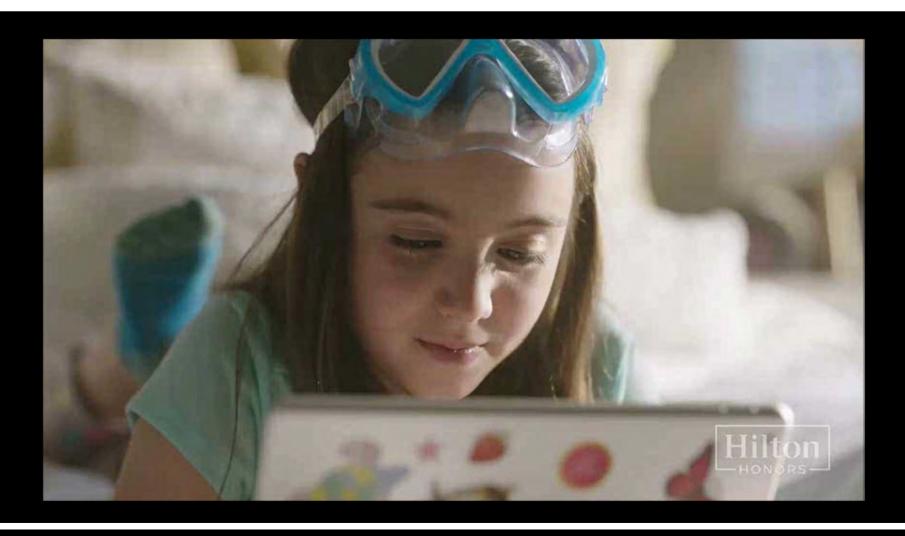


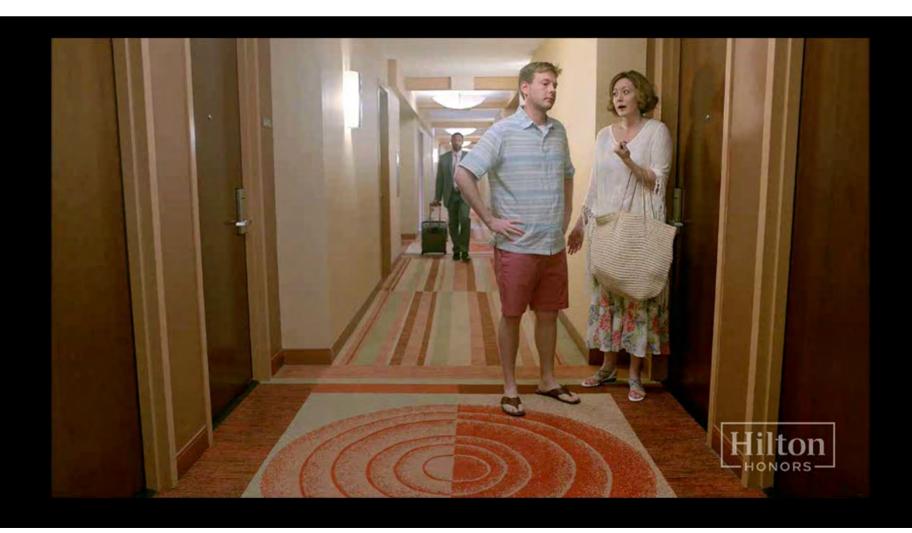








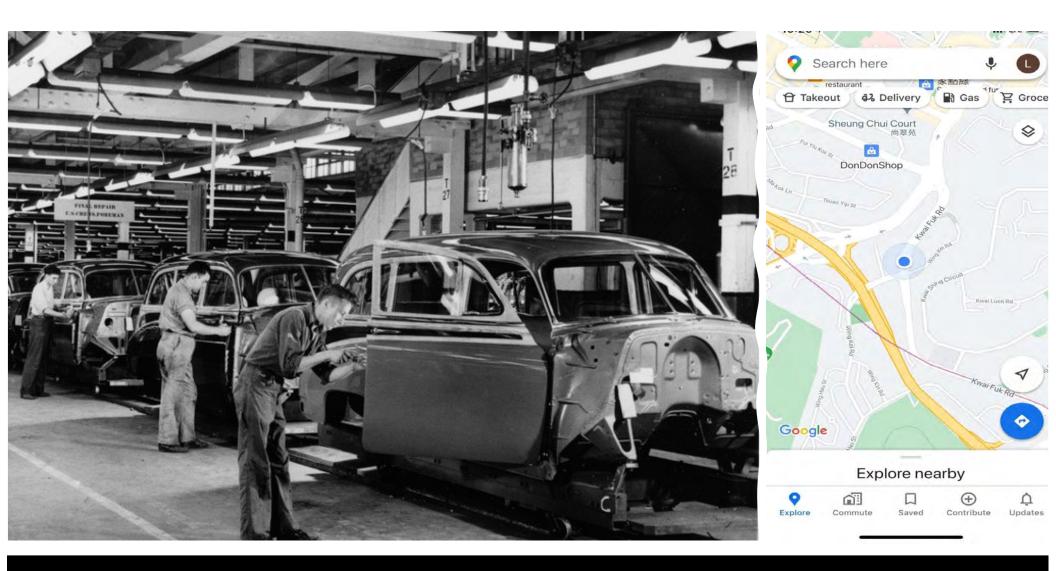












## KNOW YOUR CUSTOMER

SEE THE CUSTOMER
JOURNEY &
PERSONALISE IT

DELIVER A UNIQUE SERVICE





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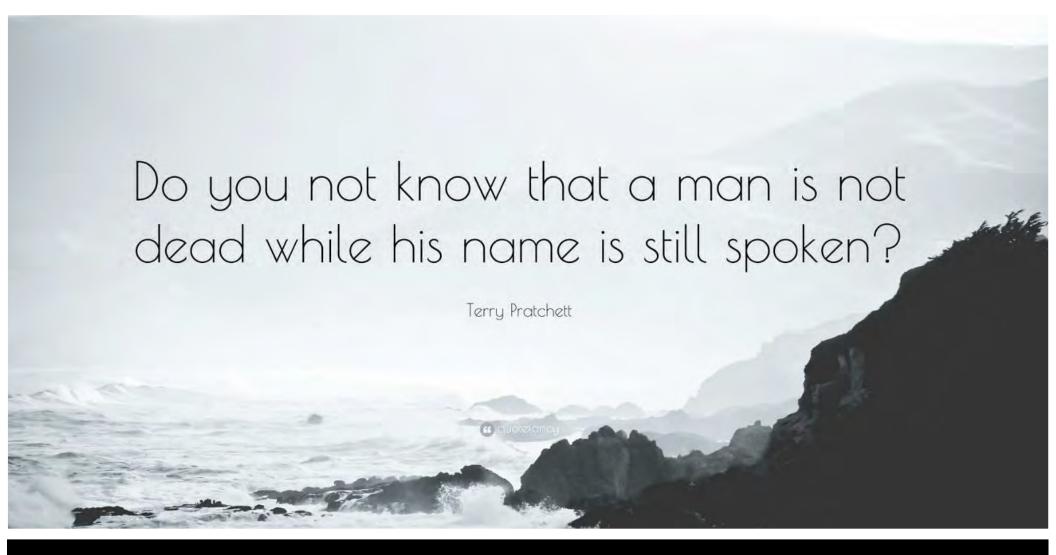






## IT IS A COMPETITION



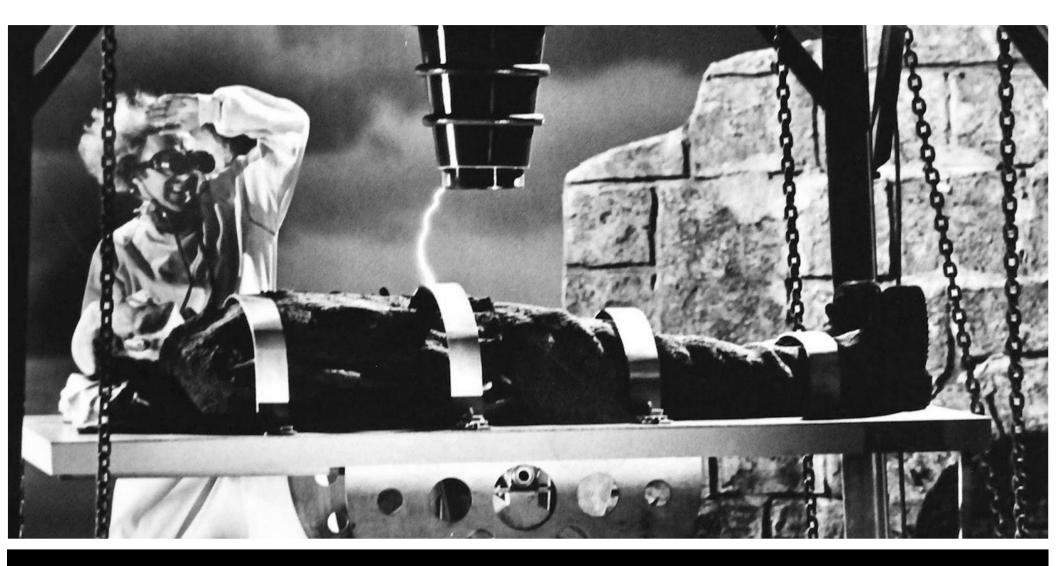




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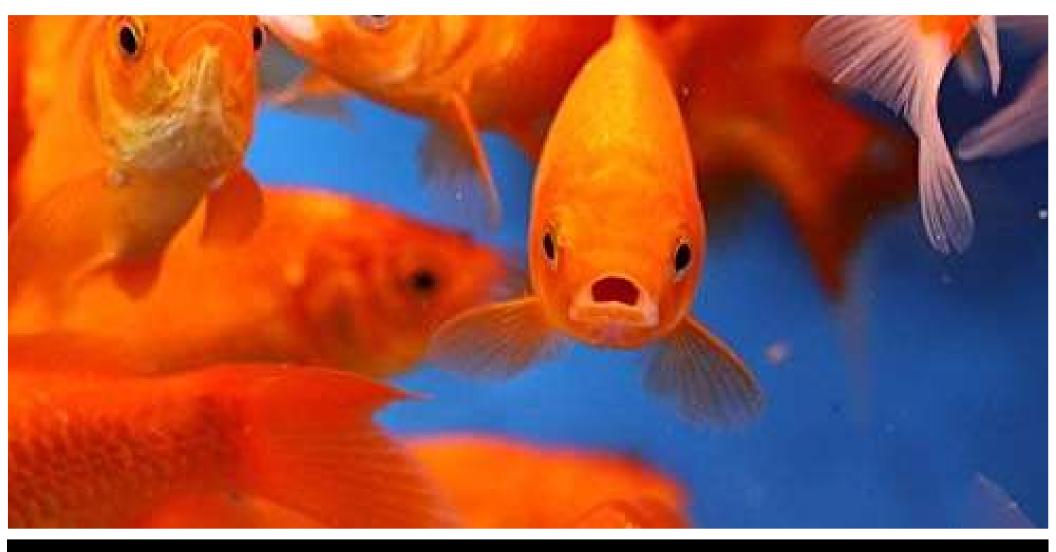






# TGISep2022 12th September 2022







WHAT HAVE WE
DONE FOR A
HEALTHCARE
CONSUMER TO TELL
OUR STORY TODAY?

HOW CAN YOU BE REAL, GENUINE?



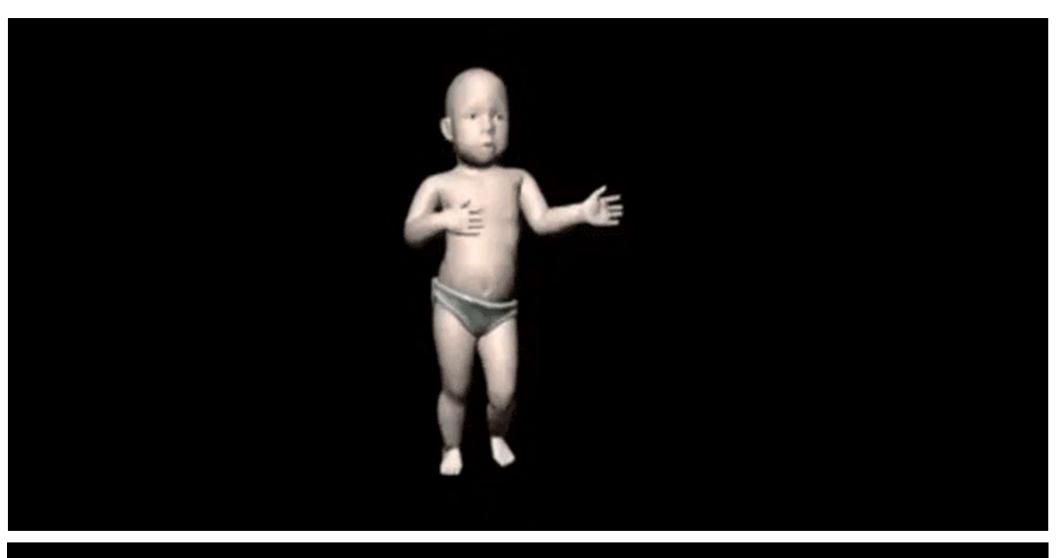


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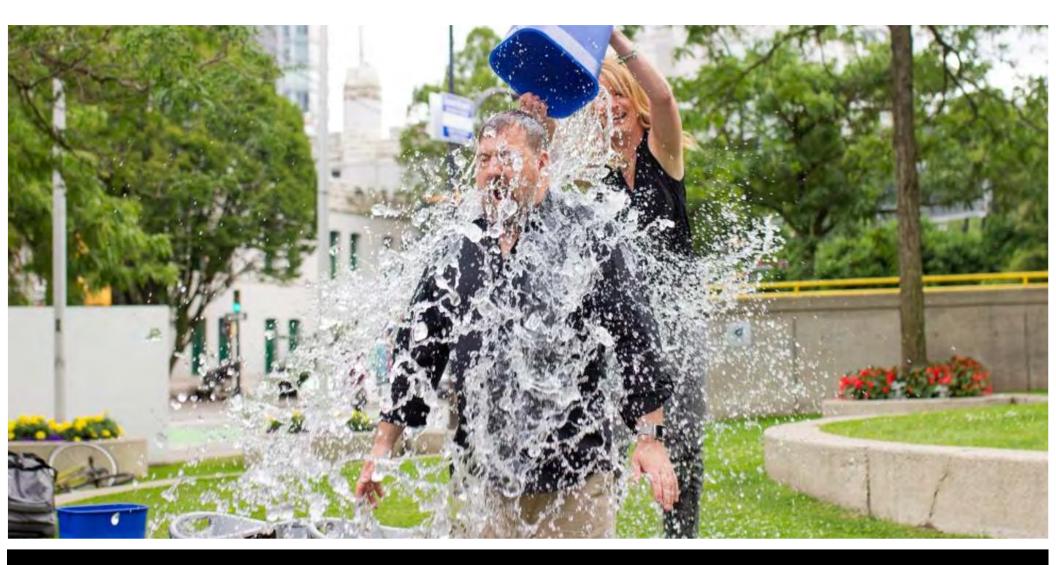


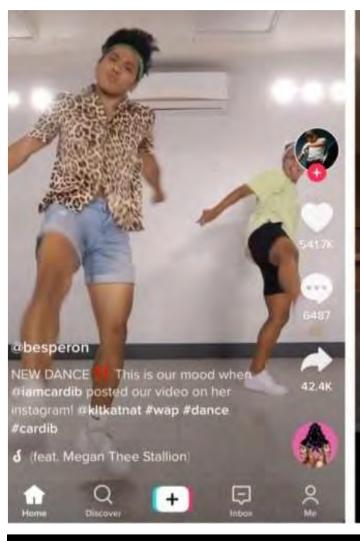










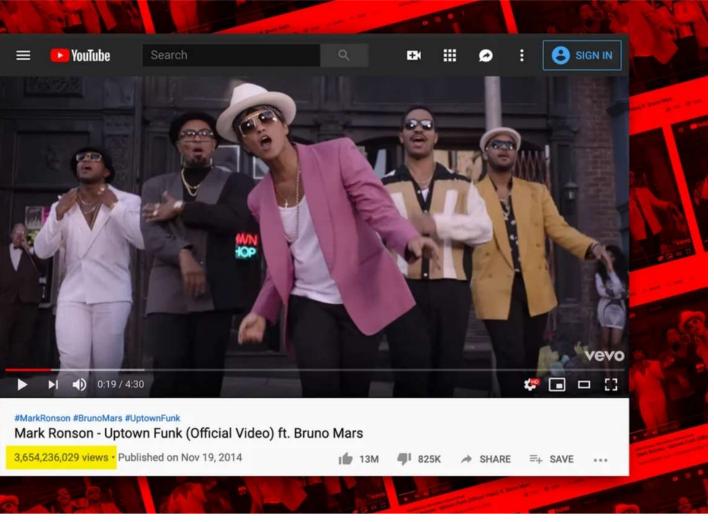






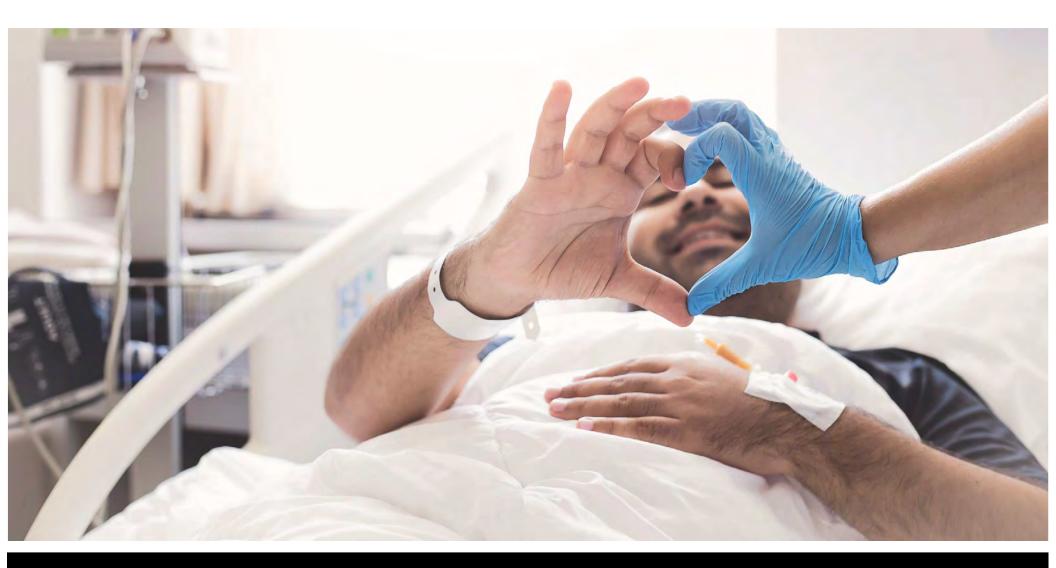












Patient comes from the Latin "patiens," from "patior," to suffer or bear.

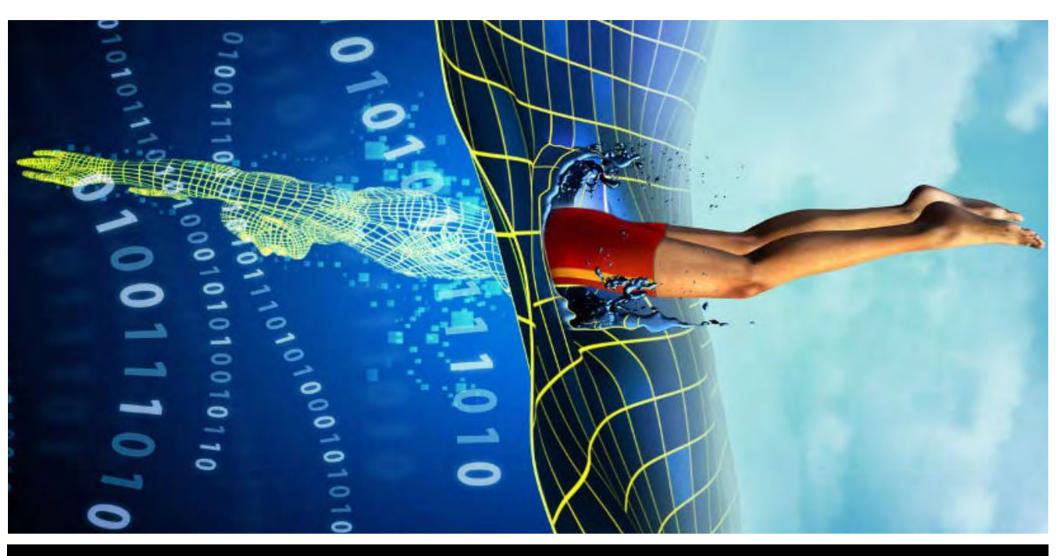
The patient, in this language, is truly **passive** — bearing whatever suffering is necessary and tolerating patiently the interventions of the outside expert.

## DECONSTRUCT THE 'US' & 'THEM'

IT IS THEIR 'HEALTH'
AND YOUR 'CARE' HEALTHCARE IS
COLLABORATIVE



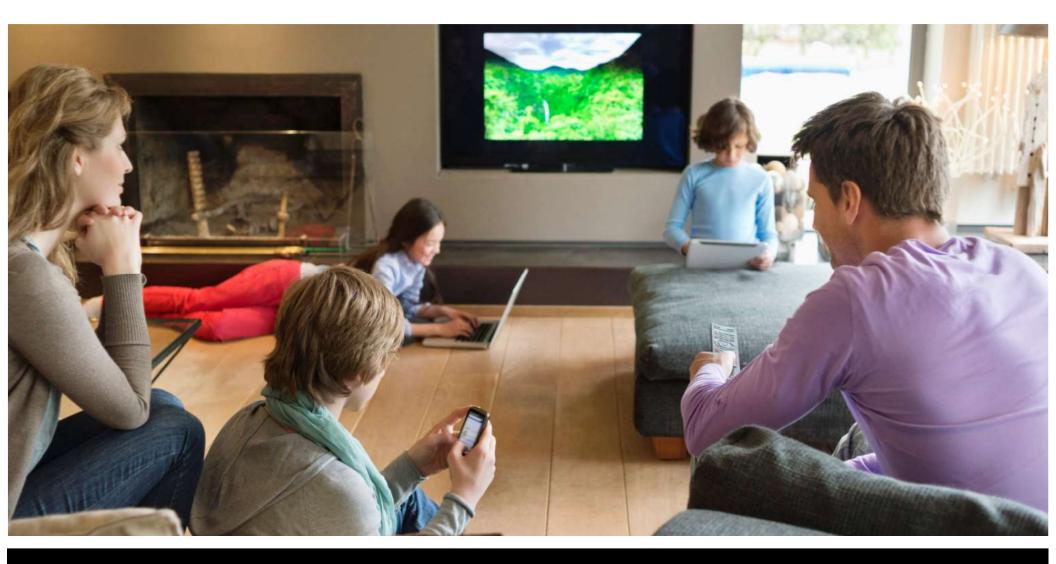






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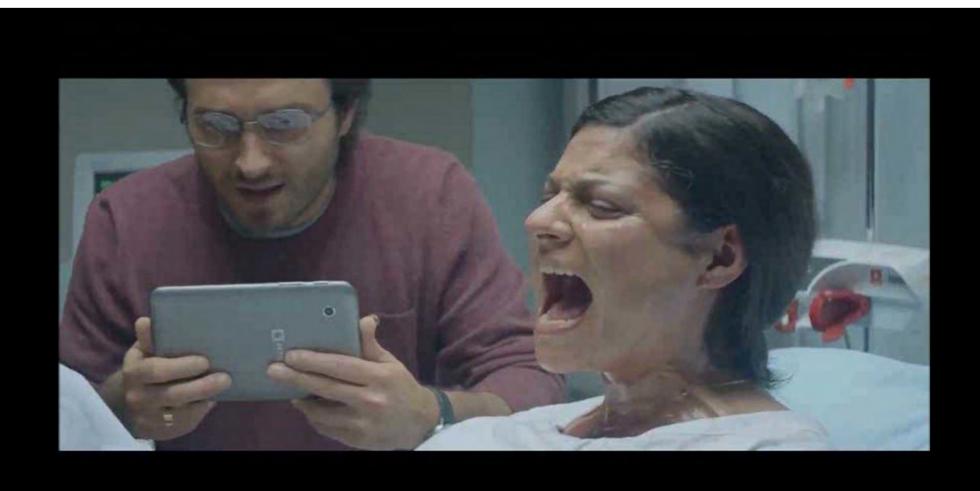






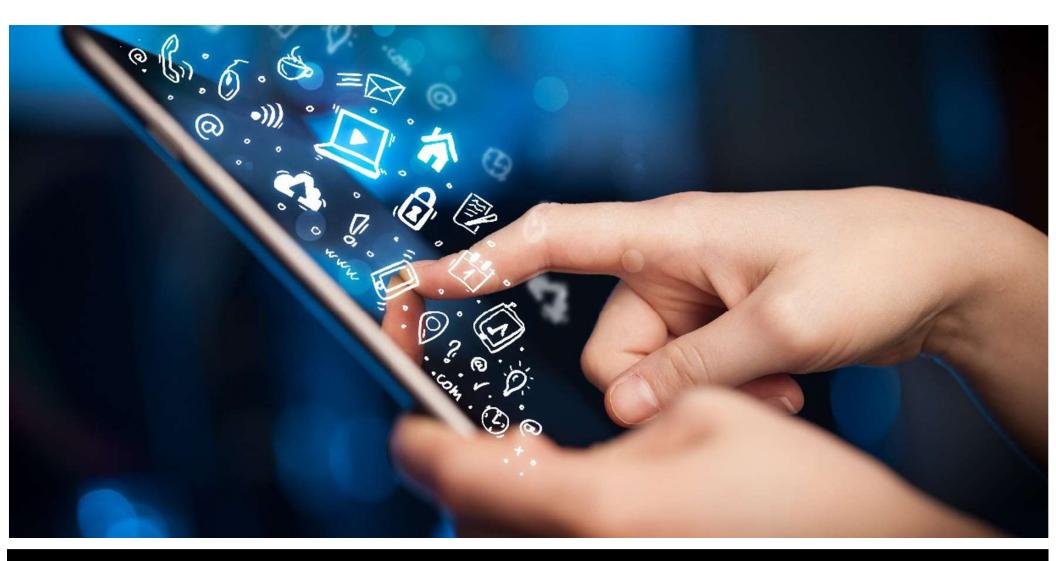








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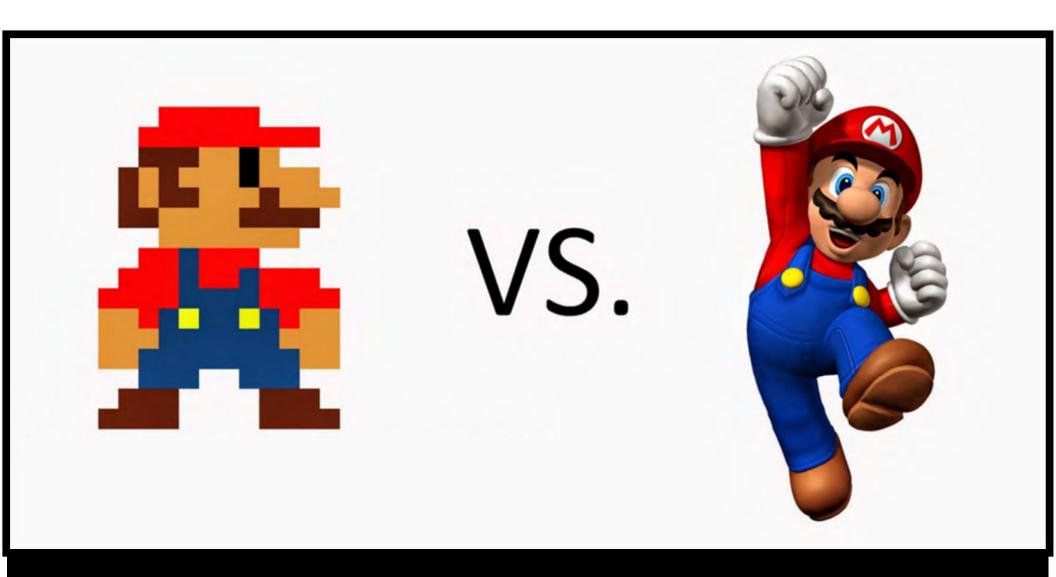






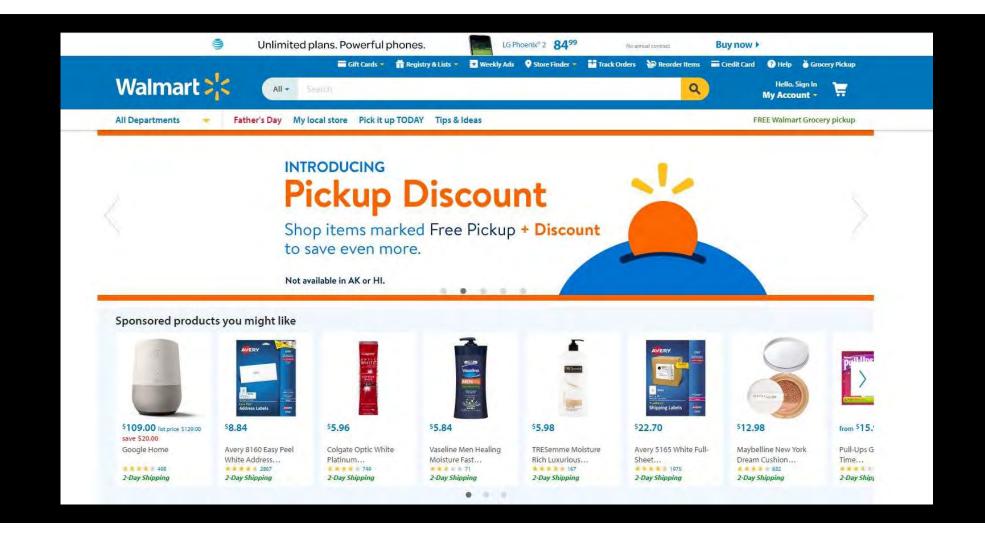


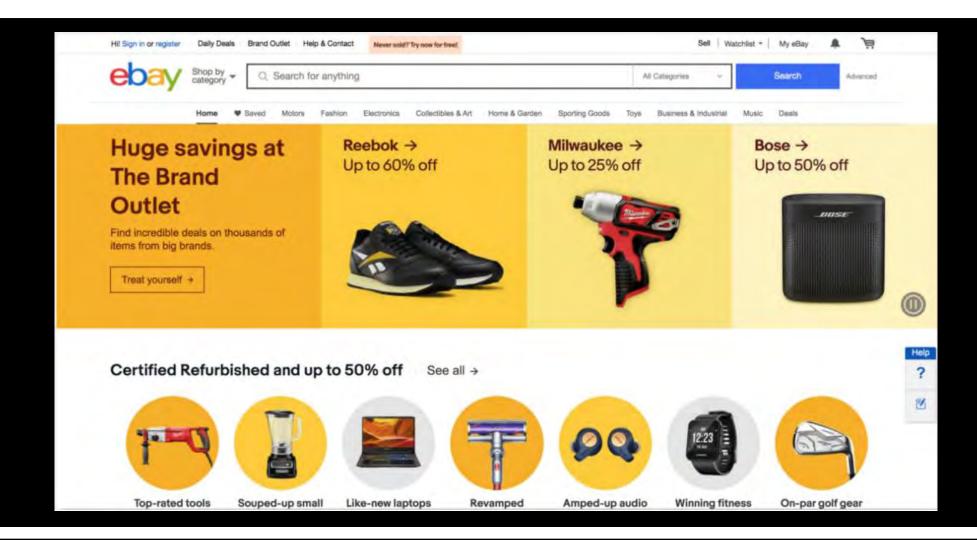


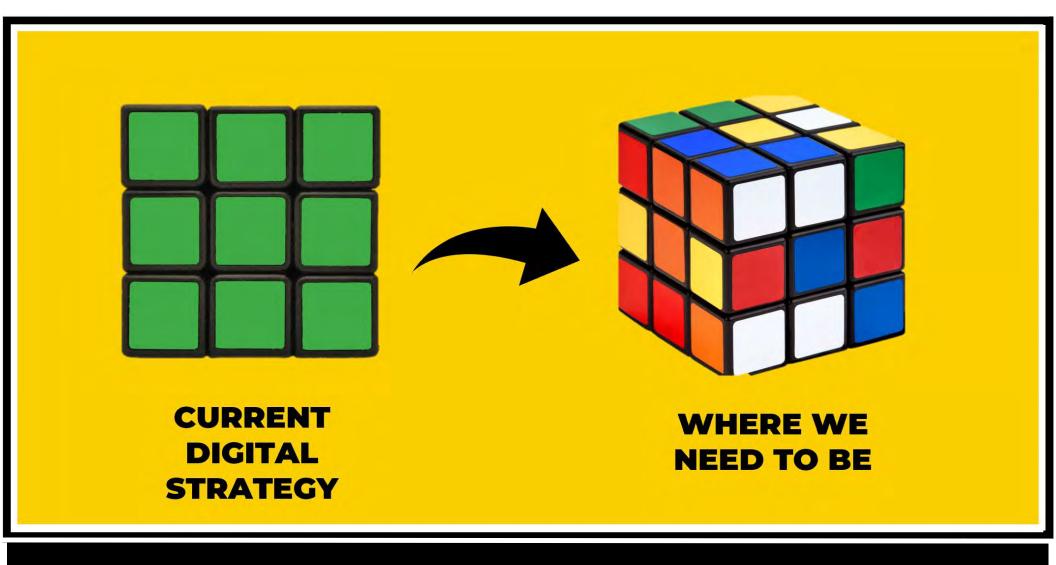




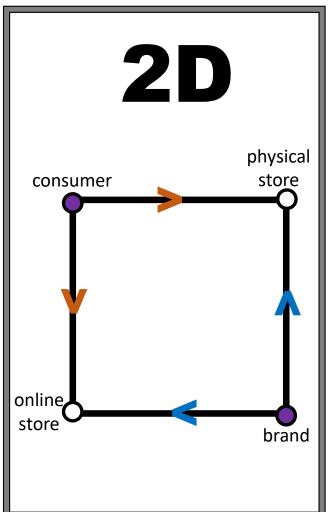


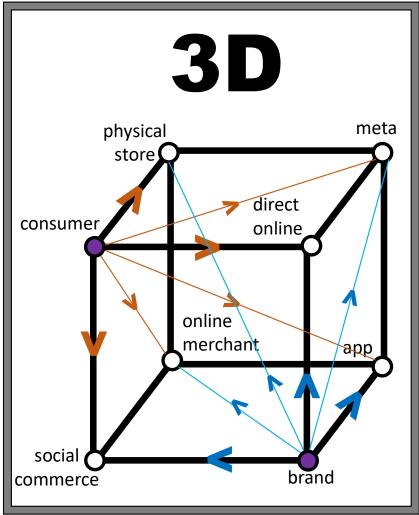






**1D** physical store brand consumer



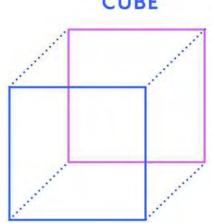




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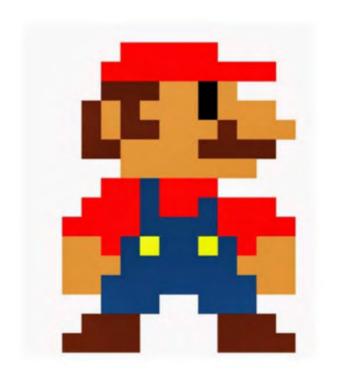
1 dimension:
LINE SEGMENT

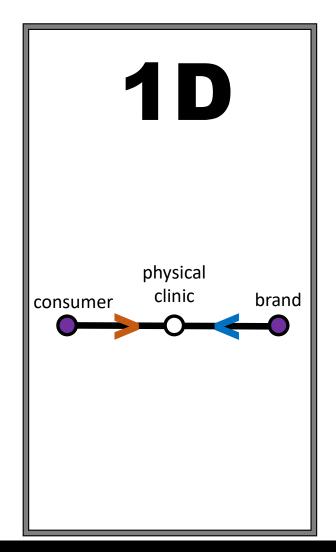
dimensions:



TESSERACT

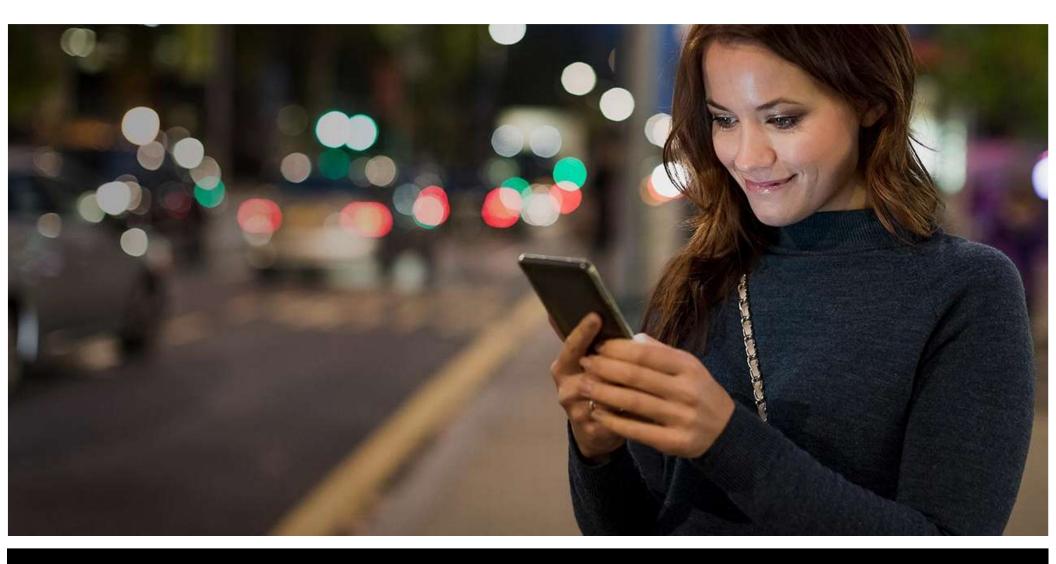
4 dimensions:











THE PHYSICAL
ASSETS ARE ONLY A
PART OF THE
MODERN CONSUMER
EQUATION

DIGITISE THE PHYSICAL





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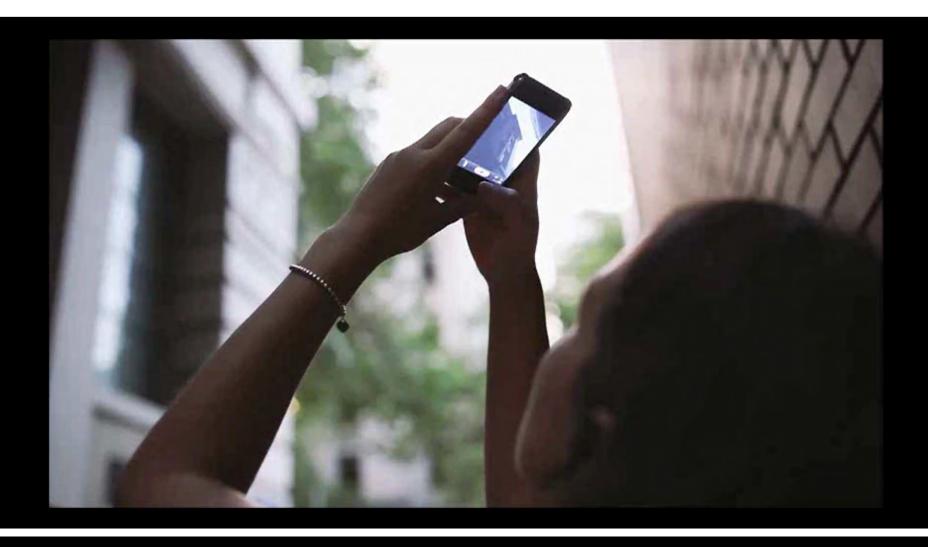












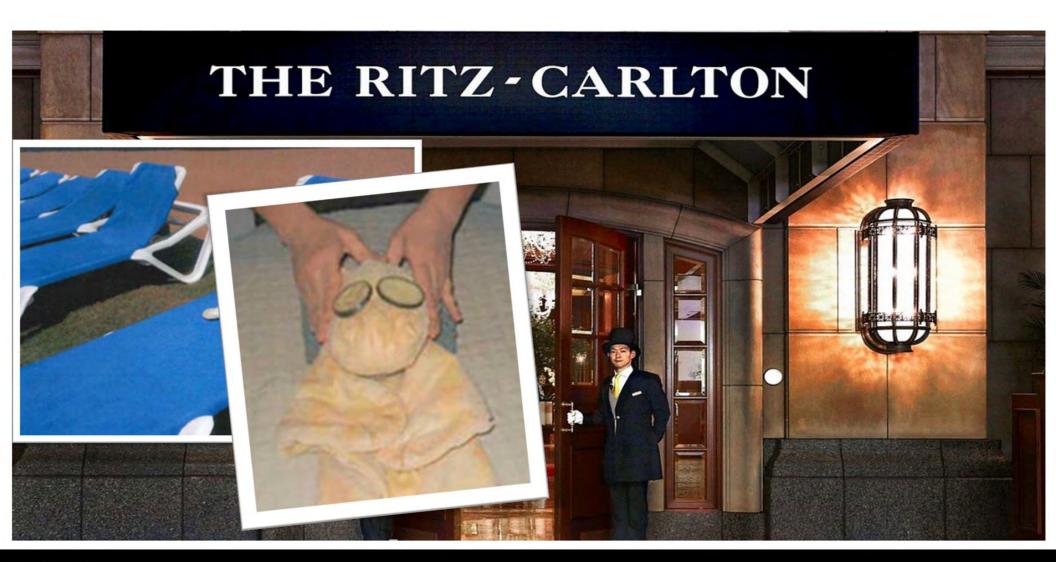




















# MAKE THE PRODUCT EXPERIENTIAL

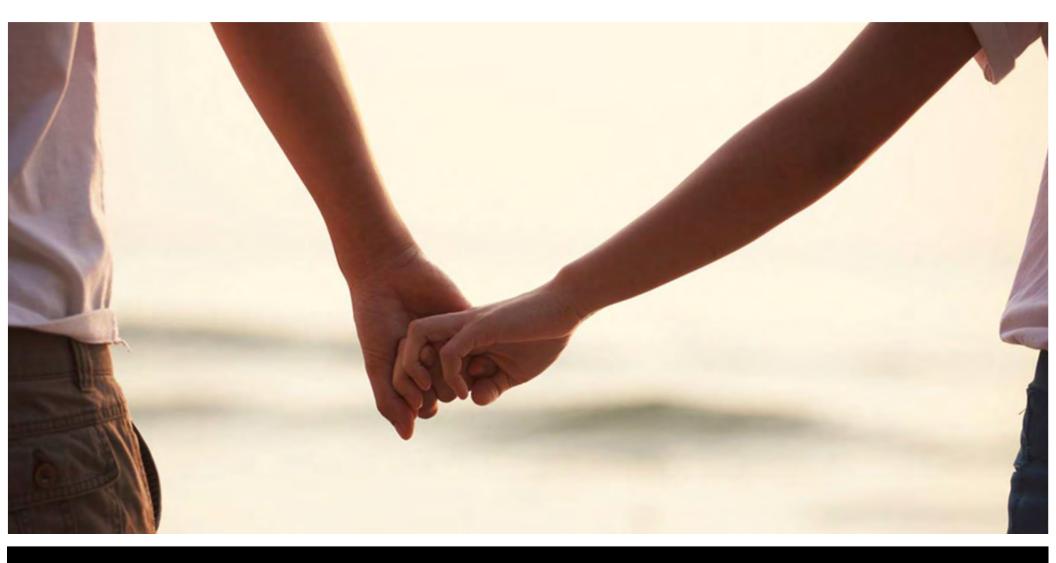
LEVERAGE PEER-TO-PEER AND USER GENERATED CONTENT



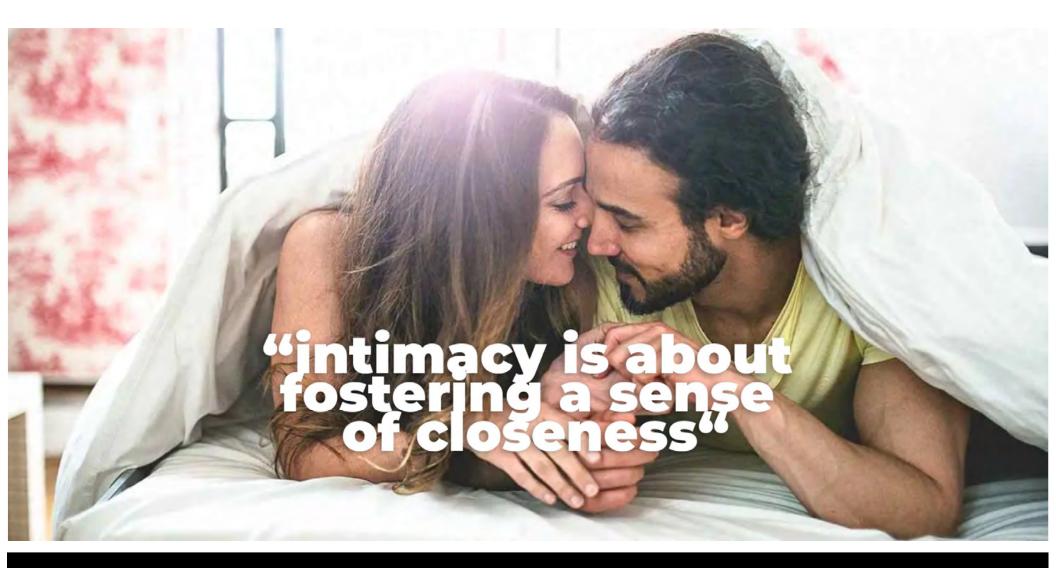


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## SAMSUNG





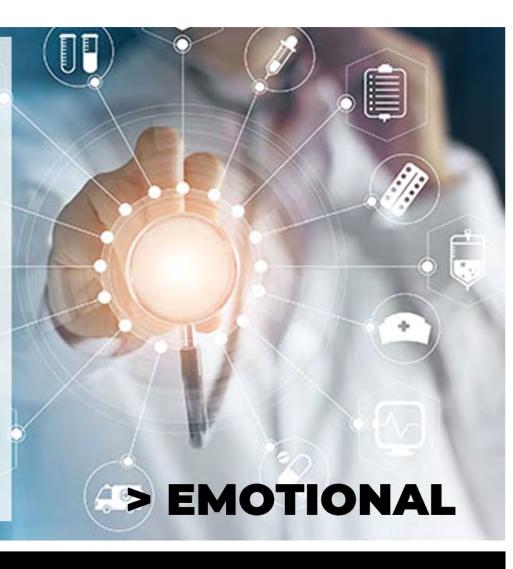


All for Muharrem to have one day, with no barriers.



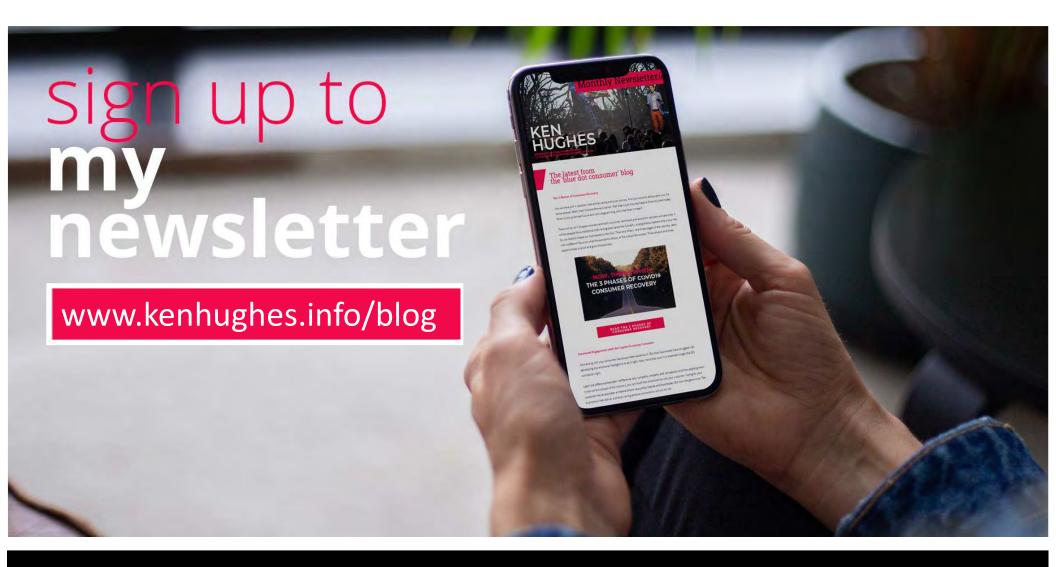
## SEEK TO CONNECT EMOTIONALLY

SEEK TO BUILD
RELATIONSHIPS NOT
TRANSACTIONS



**FLEXIBILITY INSTANT EXPECTANT PERSONAL AUTHENTIC COLLABORATIVE PHYGITAL EXPERIENTIAL EMOTIVE** 









#### Ken Hughes | International Keynote Speaker

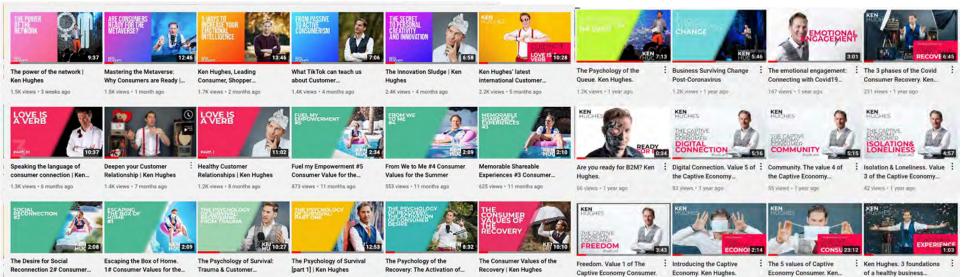
1.3K views • 1 year ago

1.2K views • 1 year ago



795 views • 1 year ago





526 views • 11 months ago

843 views • 11 months ago

1.2K views + 1 year ago

107 views • 2 years ago

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62 views • 1 year ago

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