The Experience Economy

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The Progression of Economic Value

Commodities → Extract → Goods → Make → Services → Deliver → Experiences → Stage

Commoditization

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Coffee Progression

Commodities

Goods

Experiences

Services
The Progression of Economic Value

Commodities → Extract
Goods → Make
Services → Deliver
Experiences → Stage
Customization

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The Essence of Mass Customization

Portfolio of Customers

Customer Needs

Design Tool

Portfolio of Capabilities

Customer-Unique Experience Chain

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Time is Limited

Attention is Scarce

Money is Consumable

The Experience IS the Marketing
“Dreams and aspirations live in us all. We all want something better out of life. By changing health care to life care, we can all have it. We can take those dreams and aspirations and develop a roadmap, a life plan, that will help you set milestones and goals. The best part, we will be right there with you, so you don’t have to do it alone.”

community college

life college
Guiding Transformations

1. Diagnosis
2. Staged Experiences
3. Follow-Through

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You Are What You Charge For

Commodities → Make → Goods → Deliver → Services → Stage → Experiences → Guide → Transformations

Customization

Commoditization