

## Customer Ethnography Retreat Summary

The DeSai Group Customer Ethnography Retreat provides a forum to grow customer understanding, develop product vision & design, and increase sales effectiveness. When combined with an advisory board approach, it also grows customer loyalty and perception of your company as a collaborative innovation leader. The “customer” could be channel partners (e.g., resellers, distributors), internal stakeholders (e.g., salespeople, support), or end customers (e.g., consumers, influencers). Our techniques for achieving these results include:

- **Breakthrough Ideas from Beyond the Box:** Our proprietary processes take your team to a place where there is no “box-to-get-out-of”; our facilitators use a unique set of tools and techniques blended with today’s best practices, that move participants beyond brainstorming-as-usual, to generate paradigm-breaking ideas.
- **Relevance to Your Target and to Your Brand:** Our sessions include sustainability experts, *Conscious Creatives*, your customer and your internal team to ensure a wholeness of perspective, and the generation of concepts that are both innovative *and* relevant.
- **Stress-Free Process:** Instead of just focusing on “fast”, our processes work to *expand time*, giving your team plenty of safe space to leave their comfort zone to stretch their thinking, incubate and connect great ideas, to choose the high interest possibilities clearly, and to finish renewed, energized and enthused.
- **Trusted Results:** We’ve done it for hundreds of Fortune 500 teams and individuals, and we can do it for you! We’re intuitive, open-minded and masterful based on decades of experience you’ll recognize immediately as the embodiment of confidence & brilliance you can trust to get results.

### Typical Engagements

- **Marketing:** when you need to fill your new sustainable product pipeline for years to come.
- **Sustainability:** creating a new service or enhancing an existing one, positioning a new product to connect with your environmentally-conscious customers or naming a new green product or brand.
- **Training & HR:** help train innovation + sustainability teams or to give a creative boost to an existing one.
- **Corporate Strategy:** When you have an internal business opportunity or team challenge that needs an innovative approach to communications, leadership or innovation.

*The DeSai Group* is an *Innovation Management* consulting firm, helping clients build sustainable innovation capabilities for continuous growth. Using our [Strategy Driven Innovation<sup>SM</sup> \(SDI\) Execution Methodology](#) we help clients build and sustain innovative organizational climates and cultures. For more information, log onto [www.desai.com/resources](http://www.desai.com/resources) and download our white paper “Mastering Innovation – Roadmap to Sustainable Value Creation” along with many other articles.

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