

# System + Journey Solutions

[www.heartandmindstrategies.com](http://www.heartandmindstrategies.com)

## DECISION-MAKING JOURNEY *values + pathways + systems*

People pursue a pathway as they navigate their way to a decision. Way-finding is key.

We know the path is shaped and behaviors influenced by the systems in which they make decisions.

- **Values fuel the journey.** They are the criteria people use in assessing their daily lives, arranging their priorities & making decisions. Rational & emotional measures are used to evaluate the importance of things in our lives.
- **Milestones mark the journey to a decision.** Goal directed behavior is driven by human values. The result is a non-linear path with key moments of transition.
- **Systems define the influences.** People build systems comprised of people, culture, places, & routines. This system works in pursuit of the core values driving the person. Brands deploy systems to connect with people. The intersection is where resonance is gained or lost.

We developed our approach because consumer behavior is complex in a diverse and complicated landscape, and potential levers for marketers to use continues to grow almost exponentially.

## HUMAN-CENTRIC INSIGHTS + PRACTICAL APPLICATION

A Human-Centric approach to Re-Frame your perspective. Solving business challenges through a clear understanding of human decision-making dynamics.



You **RESONATE** with **PEOPLE** when you understand your **ROLE** in context of how they make their way **TO** a decision.



We believe people are motivated by an emotional criteria, their **values**. They are persuaded by reason.

Knowing what is valued at a rational and emotional level showcases the things you need to say or do.



People pursue a **pathway** as they navigate their way to a decision. Way-finding is key.

Mapping the pathway illustrates the experience you need to create or facilitate at specific moments.



The path is shaped and behaviors influenced by the **systems** in which they make decisions.

Understanding the system(s) uncovers the role(s) you need to play in context of everything else.

## TRANSFORM HOW YOU VIEW YOUR MARKET Find ways to resonate with people by mapping the system of influences along their journey to a decision.

The digital revolution has transformed the way people make decisions about brands, products and services. It has re-defined consumer expectations and behavior.

This has dramatically shifted the reality facing brands, requiring marketers to decide how best to leverage a continually expanding set of levers. It has also blurred the lines between public relations, communications, customer experience, and product. The need for a seamlessly integrated experience raises the necessity to overcome internal organizational silos like never before.

Planning solutions must account for this complexity and connect to actual business decisions you have to make:



Ultimately, we build **strategic planning foundations** and **architect actionable solutions**



IDEAS

You need foundational ideas to explore new territories, create category disruption or to identify market growth.



PLANS

You need plans to launch a product, diversify your brand portfolio, or to establish an effective communications strategy.



You need unifying frameworks to establish a shared internal vision and language, to evaluate brand performance, or to create a new model to plan against.

Our methods result in a holistic view for brands to plan against, allowing teams to interpret patterns and events to know where to take action or innovate.

We bring clarity from the COMPLEX. We are the experts in human decision-making. We see what others miss.

- **Journey Maps** allow you to see how decisions are made from a human perspective. Your teams can build strategies by seeing the full consumer POV.
- **System Maps** allow you to see how touch points interact with the full range of influences shaping how people behave. Your teams can address systematic challenges and not only fix isolated issues.
- **Quantitative data, modeling and simulation** techniques help you prioritize targets, strategies and/or actions.
- **Communication Architectures** show the strategic solution for your business challenges. We arm your teams and agency partners with a plan to leverage and execute against.