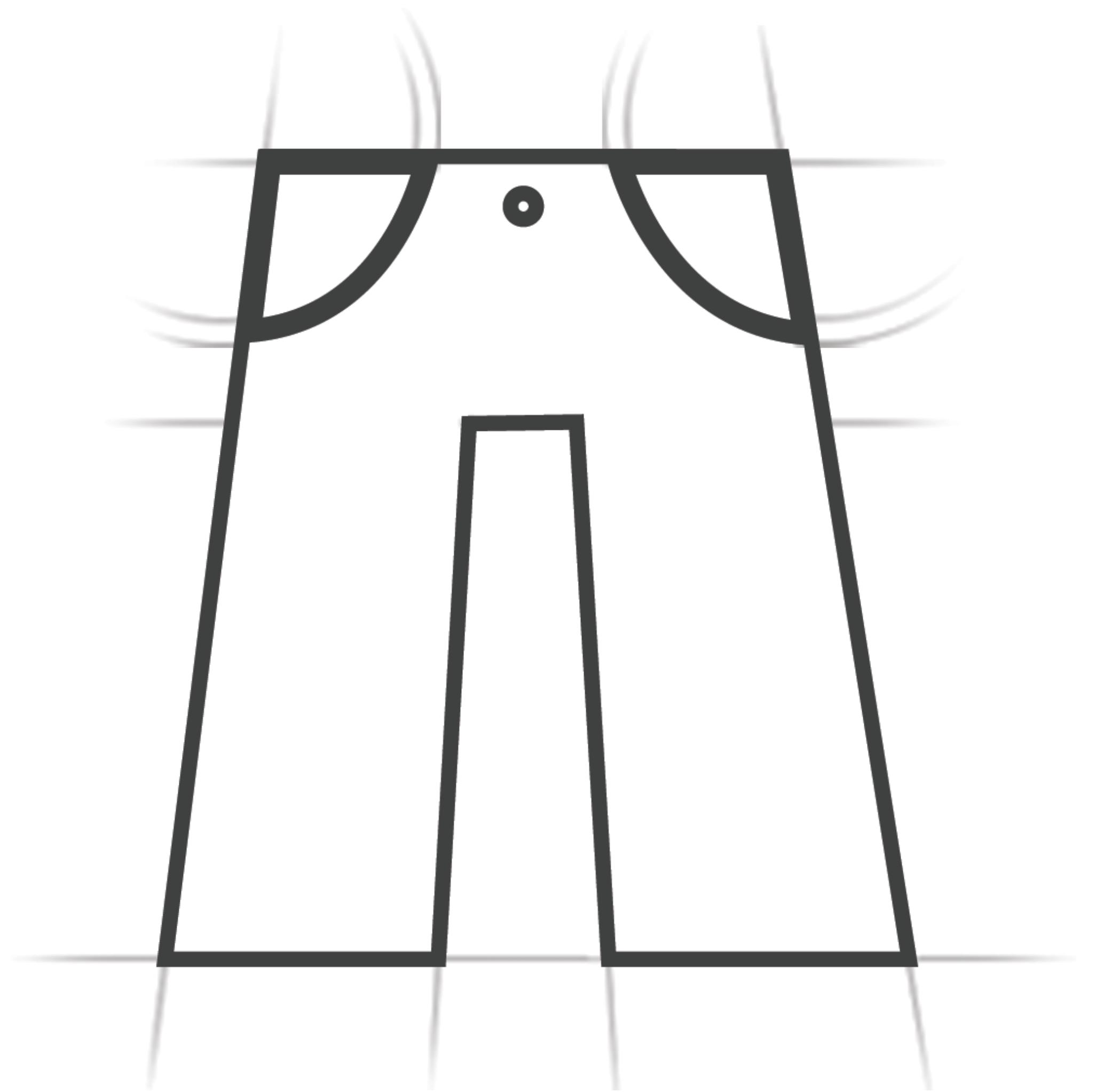


# Transform Your Email Strategy With Design Leadership

Andrea Mignolo | @pnts

TEDC16





@pnts



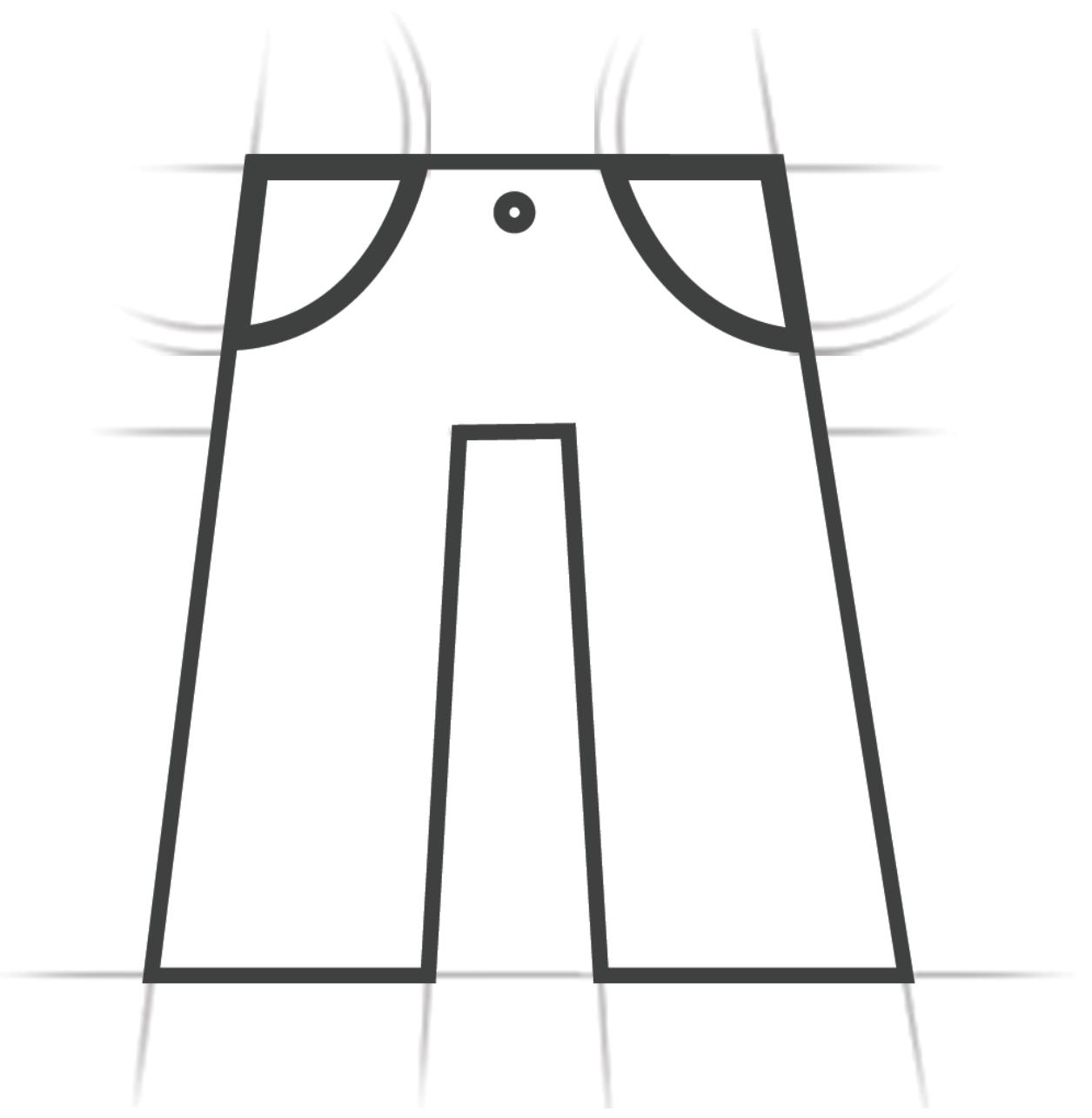
interface | interaction | product







- 10 -









walter mignolo

to me 

May 27   

That is a very interesting job description, beyond the fact that you always were a good writer.  
I do not qualify exactly for the job, but i am totally in agreement with the last sentence: email  
the best human invention after sliced bread; 



BRAND A



BRAND B



BRAND C



BRAND D



BRAND E



BRAND A



BRAND B



BRAND C



BRAND D



BRAND E



BRAND A



clear

BRAND B



clear

BRAND C



obfuscated

BRAND D



obfuscated

BRAND E



BRAND A



clear

BRAND B



clear

BRAND C



obfuscated

BRAND D



obfuscated

BRAND E



BRAND A



clear

BRAND B



clear

BRAND C



obfuscated

BRAND D



obfuscated

BRAND E



BRAND A



clear

BRAND B



clear

BRAND C



obfuscated

BRAND D



obfuscated

BRAND E



BRAND A



clear

BRAND B



clear

BRAND C



obfuscated

BRAND D



obfuscated

BRAND E



**1. Design**

**2. Leadership**

**3. Design Leadership**

**4. Design Leadership + Email Strategy**

**5. Putting it into Practice**

# 1. Design

## 2. Leadership

## 3. Design Leadership

## 4. Design Leadership + Email Strategy

## 5. Putting it into Practice

# What is design?

graphic design

industrial design

interaction design

interface design

user experience design

service design

database design

software design

email design

motion design

editorial design

systems design

brand design

organizational design

information design

algorithm design

kinetic design

interactive design

product design

fashion design

interior design

urban design

architecture design

noun; general  
concept of the field

verb; action  
or process

noun; one idea  
or proposal

"~~Design is to design a design  
to produce a design.~~"

noun; some finished  
product, actual result

<https://waleedzuberi.com/wp-content/uploads/2014/04/design-as-john-heskett2-1024x453.jpg>

*“Design is the rendering of intent.”*

- Jared Spool



WTF?

Global Online Enrollment S X https://goes-app.cbp.dhs.gov/main/goes

 U.S. Customs and Border Protection  
Securing America's Borders

DHS.gov

GOES GLOBAL ONLINE ENROLLMENT SYSTEM

Select a Language: [English](#) [Français](#) [Español](#)

Q&A: [Frequently Asked Questions](#)

**Welcome to GOES - the Official U.S. Government Web Site**

The Global Online Enrollment System allows registered users to enter their own applications for U.S. Customs and Border Protection (CBP) Trusted Traveler Programs, and approved members to edit their information as needed (mistakes on the original application cannot be corrected once the application is certified - your mistakes will need to be brought to the attention of CBP during your interview).

Once a completed application is certified by the applicant and the non-refundable payment is successfully processed, CBP will review it and determine whether or not to conditionally approve the application. If your application is conditionally approved, your GOES account will be updated to instruct you to schedule an appointment for an interview. Every individual who would like to apply for membership - children included and multiple applicants in one household- must create a separate account within GOES, submit a separate application, and schedule a separate interview appointment upon conditional approval.

**Trusted Traveler Programs**

For more information regarding the CBP Trusted Traveler Programs, please click on the logos below. Thank you for your interest in Customs and Border Protection.



You are about to access a Department of Homeland Security computer system. This computer system and data therein are property of the U.S. Government and provided for official U.S. Government information and use. There is no expectation of privacy when you use this computer system. The use of a password or any other security measure does not establish an expectation of privacy. By using this system, you consent to the terms set forth in this notice. You may not process classified national security information on this computer system. Access to this system is restricted to authorized users only. Unauthorized access, use, or modification of this system or of data contained herein, or in transit to/from this system, may constitute a violation of section 1030 of title 18 of the U.S. Code and other criminal laws. Anyone who accesses a Federal computer system without authorization or exceeds access authority, or obtains, alters, damages, destroys, or discloses information, or prevents authorized use of information on the computer system, may be subject to penalties, fines or imprisonment. This computer system and any related equipment is subject to monitoring for administrative oversight, law enforcement, criminal investigative purposes, inquiries into alleged wrongdoing or misuse, and to ensure proper performance of applicable security features and procedures. DHS may conduct monitoring activities without further notice.

**Existing GOES User**

Registered GOES users can log in here

GOES User ID:   
Password:

Sign In

Forgot your password or user ID?

Recover Password

Recover User ID

**New GOES User**

If you are a new GOES user then you will need to provide some personal information and Trusted Traveler Membership Number (if already enrolled) to register.

Register

**NEWS**

Vehicle Inspection No Longer Required  
Posted on November 17, 2015  
Effective November 17, 2015, a vehicle inspection at enrollment will no longer be required to register a vehicle for use in the SENTRI lanes. A Vehicle Enrollment application must still be submitted via your GOES account and the vehicle must be approved prior to use in the lanes. Applicants and members affected by this change will be receiving an email notification with additional details. If you have a pending vehicle application, please do not attempt to schedule a vehicle inspection after November 17, 2015.  
Posted on October 6, 2015  
You must sign in to activate your card. If you do not have a GOES User ID, please register. During registration you must provide your PASSID/Membership Number. After you sign in, click on the Activate Membership Card button under the Program Membership(s) section on the Home page.  
For members trying to renew benefits, you can either click on the Renew Membership button or click the Manage Membership button on the Home page. The Renew Membership button will only be displayed when the membership is eligible to be renewed.

Paperwork Reduction Act Statement: An agency may not conduct or sponsor an information collection and a person is not required to respond to this information unless it displays a current valid OMB control number and an expiration date. The control number for this collection is 1651-0121. The estimated average time to complete this application is 40 minutes for SENTRI, FAST and Global Entry, and 10 minutes for U.S. APEC Business Traveler Card (ABTC). If you have any comments regarding the burden estimate you can write to U.S. Customs and Border Protection Office of Regulations and Rulings, 90 K Street, NE, Washington DC 20229. Expiration 8/31/2018

Contact GOES Support | Privacy Statement | Accessibility

The screenshot shows a petition page on the White House petitions website. The header features a large image of the US Capitol dome under a blue sky with clouds. The text "WE the PEOPLE" is prominently displayed in white, with "the" in cursive script. Below it is a green bar with the text "YOUR VOICE IN THE WHITE HOUSE". On the right side of the header are links for "SIGN A PETITION" and "CREATE A PETITION". A "Sign In" link is also visible on the right.

Below the header, a sub-header reads "WE THE PEOPLE ASK THE FEDERAL GOVERNMENT TO PROPOSE A NEW ADMINISTRATION POLICY:". The main title of the petition is "Offer Britain Statehood in the United States.", created by B.G. on June 24, 2016.

The petition's purpose is described as: "After Brexit, it is only fair to offer the UK courtesy as they did for us when we were a new nation." It is categorized under "FOREIGN POLICY".

On the right side, there is a "Sign This Petition" section. It states that 98,778 signatures are needed by July 24, 2016, to get a response from the White House. A progress bar shows 1,222 signatures out of a goal of 100,000. There are fields for First Name, Last Name, and Email Address, along with a checkbox for email updates from the White House. A large green "Sign Now" button is at the bottom of the form.

At the bottom of the page, there is a link to "How Petitions Work".

***“Design doesn’t work if you don’t know your intent.***

*Otherwise, you’ll find yourself in the land of mullets, half-cafs, cran-grape drinks, platypuses, and El Caminos. (Granted, platypuses are pretty cool. But they’re filled with poison.)”*

- Mike Montiero

**GOOD DESIGN:**

Thoughtful.  
Serves people.  
Appropriate.  
Empathy.  
Coherent.  
Vision.  
Collaborative.



**1. Design**

**2. Leadership**

**3. Design Leadership**

**4. Design Leadership + Email Strategy**

**5. Putting it into Practice**

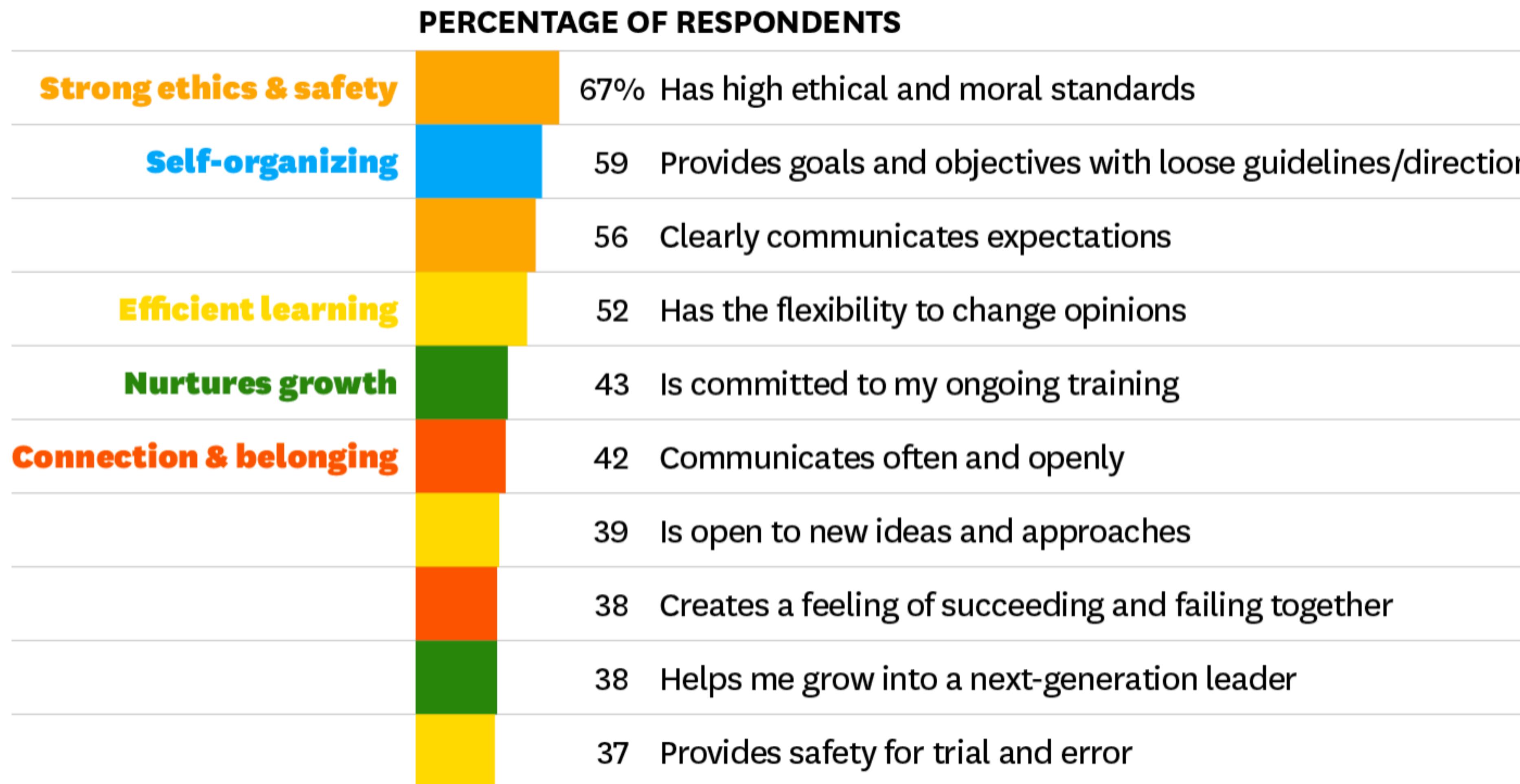
# What is leadership?





# The Top 10 Leadership Competencies, Grouped Into Five Themes

When 195 global leaders were asked to rate 74 qualities, these rose to the top.

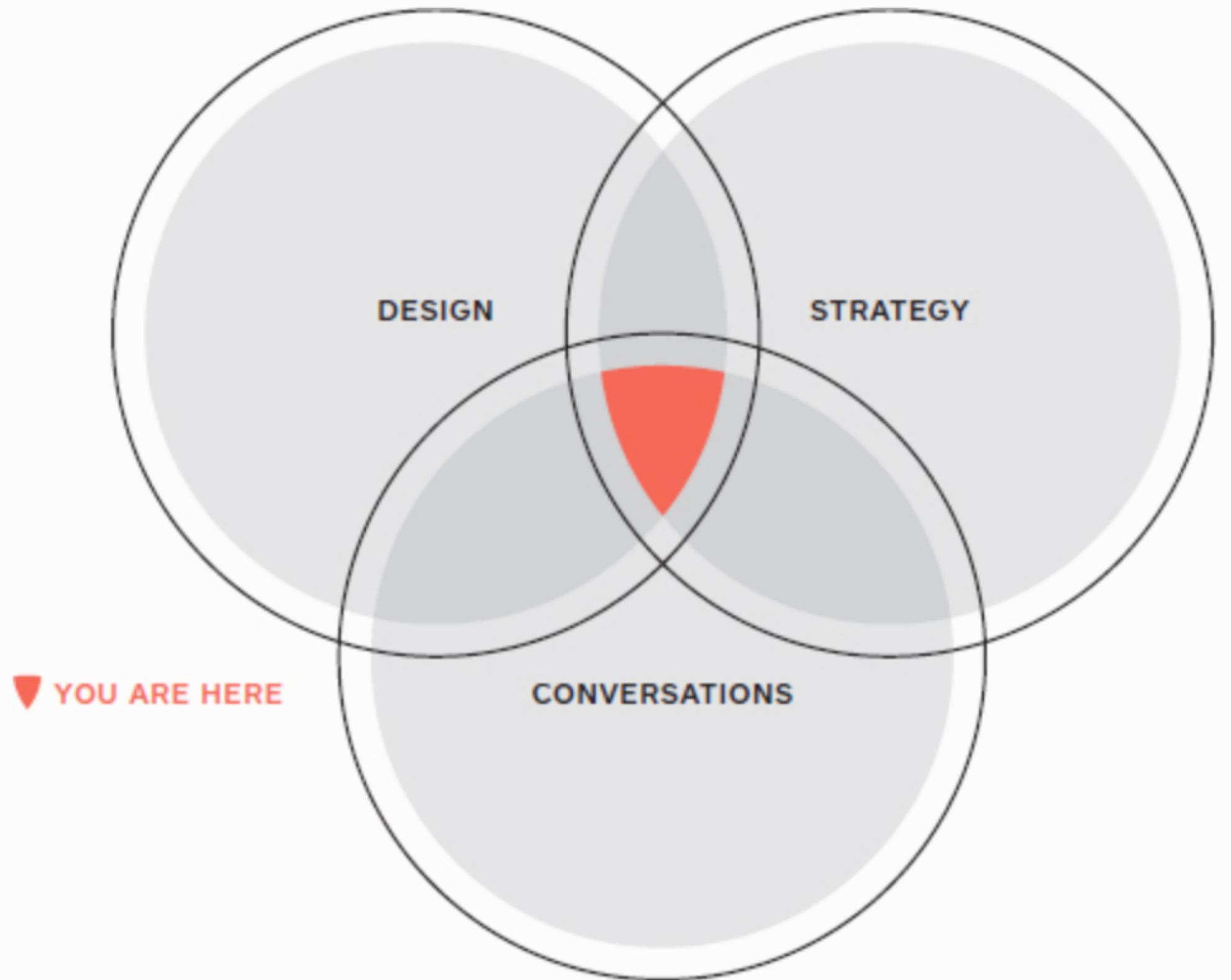


SOURCE SUNNIE GILES

© HBR.ORG

*“Leadership is a conversation”*

- Boris Groysberg and Michael Slind



From "Moments of Impact" by Chris Ertel and Lisa Kay Solomon

GOOD LEADERSHIP:

Thoughtful.  
Serves people.  
Inspiring.  
Empathy.  
Motivating.  
Vision.  
Collaborative.



**1. Design**

**2. Leadership**

**3. Design Leadership**

**4. Design Leadership + Email Strategy**

**5. Putting it into Practice**

# What is design leadership!?

**GOOD DESIGN:**

Thoughtful.  
Serves people.  
Appropriate.  
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Coherent.  
Vision.  
Collaborative.

**GOOD LEADERSHIP:**

Thoughtful.  
Serves people.  
Inspiring.  
Empathy.  
Motivating.  
Vision.  
Collaborative.

*“Designers can design a solution to  
a problem, but they can’t design a  
solution to a disagreement.”*

- Mike Montiero

**1. Design**

**2. Leadership**

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# P A R A C H U T E

Luxury Bedding | Parachute

https://www.parachutehome.com/collections/bedding

PARACHUTE FEATURES BEDDING BATH SHOWROOM ABOUT BLOG Sign In  

You spend  $\frac{1}{3}$  of your life in bed,  
so your sleep experience matters.

Oeko-Tex Certified  
No harmful chemicals or  
synthetic finishes.



PARACHUTE

## Let's Be Bedfellows

Join our newsletter to receive product announcements before anyone else – plus special offers on our home essentials.

Enter email. 

Maybe later, I'm in shopping mode 



Parachute Home – Rethink

https://www.parachutehome.com/#thankyou

P A R A C H U T E      FEATURES      BEDDING      BATH      SHOWROOM      ABOUT      BLOG      Sign In     

Home essentials  
to enhance your life.

SHOP BEDDING

P A R A C H U T E

Welcome.

Thanks for subscribing to our newsletter.

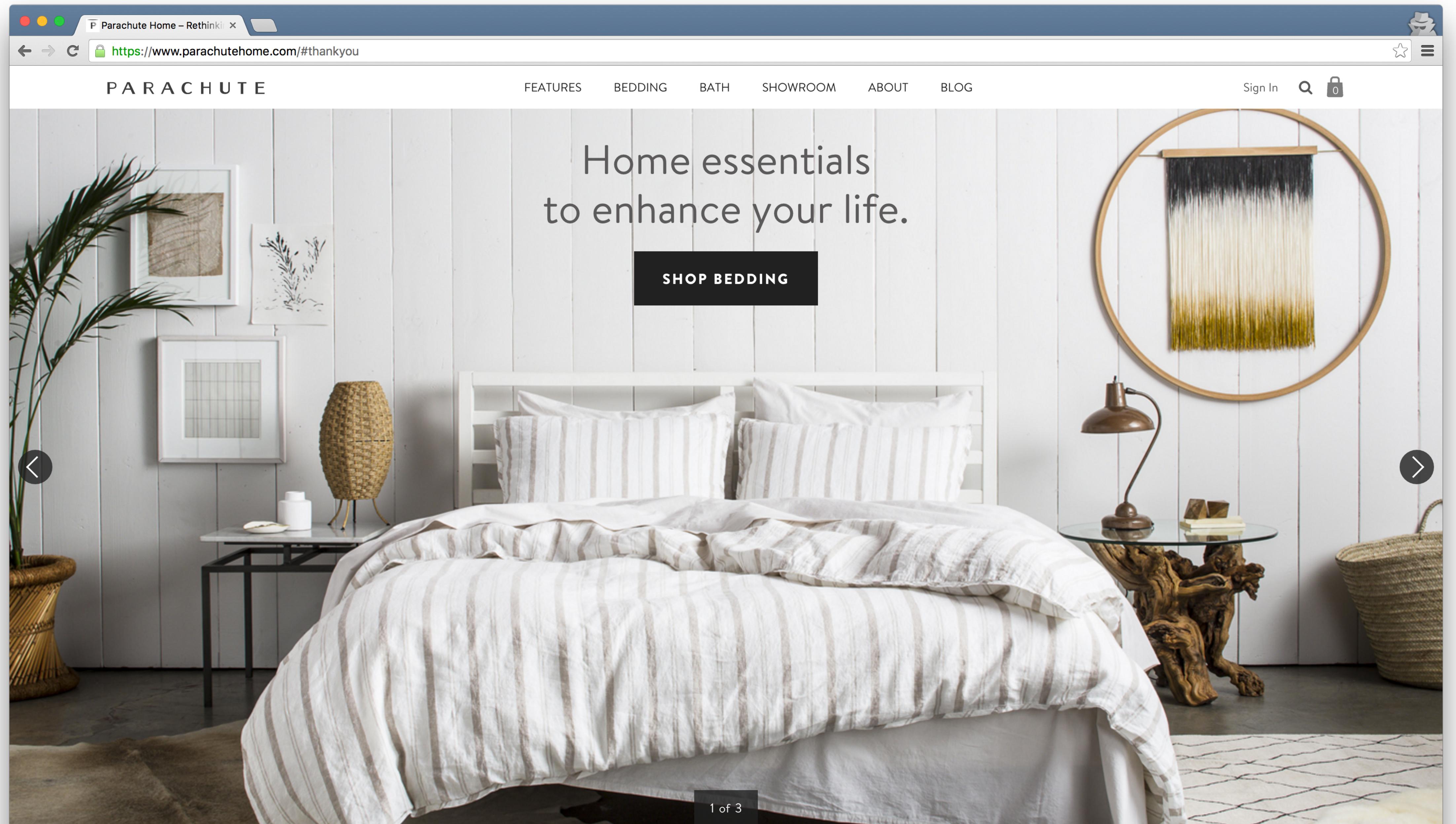
SHOP NOW

1 of 3

60 Night Trial on Bedding + Free Shipping and Returns

Leave a Message

A woman with dark hair is sleeping peacefully in bed, her head resting on her hand. A fluffy grey cat is nestled next to her, looking up with bright green eyes. The bed is covered in soft, grey Parachute bedding. The background shows a tastefully decorated room with a large circular mirror on the wall, a wooden side table, and some plants.





Parachute

Welcome To Parachute - Sleep better now with our bedding essentials. | Rethinking the basics of bedding. View this email in

[View this email in your browser](#)

P A R A C H U T E

BEDDING

BATH



## WELCOME

"I started Parachute because I wanted people to begin and end their day feeling their very best. Our commitment to your well-being goes beyond our assortment of home essentials – it's also about the community we're building. Thank you for signing up for the Parachute newsletter and for joining us."

A handwritten signature in black ink that reads "Ariel".

Ariel Kaye  
CEO/Founder

You spend  $\frac{1}{3}$  of your life in bed,  
so your sleep experience matters.



Oeko-Tex Certified  
No harmful chemicals or  
synthetic finishes.



Free Shipping + Returns  
Shopping made easy  
and enjoyable.



60 Night Trial on Bedding  
Return Bedding for a full  
refund if you don't love.



Parachute

Your Account Has Been Activated - Thank you for considering Parachute. Make yourself at home. [Click here > Parachute](#) Hi Andrea, Your



[Reset Your Password](#) - Don't lose sleep over a forgotten password. Click here > Parachute Hi Andrea Mignolo, Rest

# P A R A C H U T E

Hi Andrea Mignolo,

Rest easy. We have a new password waiting for you.

Click below to reset it now:

**RESET PASSWORD**



[\(888\) 967-8832](tel:(888)967-8832) | M - F 10am - 6pm PST  
[customerservice@parachutehome.com](mailto:customerservice@parachutehome.com)





P A R A C H U T E

VS.



BRAND B, C, D, & E

Email strategy shouldn't just apply to email marketing.  
It should apply to **everything**.

**Design is the rendering of intent.**

**Leadership is a conversation.**

**Design leadership is a conversation about intention.**

**1. Design**

**2. Leadership**

**3. Design Leadership**

**4. Design Leadership + Email Strategy**

**5. Putting it into Practice**

# 1. Have a vision



## 2. Start small



# 3. Find allies



# 4. Be aligned





# 5. Be patient

1. Have a vision
2. Find allies
3. Start small
4. Inspire the future
5. Be patient



# Thank You

@pnts

hi@pnts.us