**Getting a Customer to Want the GPS**

## Five Headlines: How OBT and the GPS Are Powering the Future of Work

### The GPS: Your Company’s Navigation System for Customer Delight and AI Success

### Imagine transforming your customer’s experience as easily as using a GPS in your car. Companies are leveraging the GPS—a real, practical tool to chart a clear, outcomes-based path to customer loyalty. This living model, co-created with your team, becomes the strategic foundation for scaling both your workforce and your AI agents, ensuring every decision is aimed at delighting your customers.

### OBT Shifts the Focus from Features to Future Outcomes

### Outcomes-Based Thinking (OBT) starts with your vision for the ultimate customer experience and works backward to map every step needed to get there. This approach moves conversations away from technical features and toward creating customers who are fiercely loyal evangelists that only want to do business with you. Leading organizations use OBT and the GPS to define the destination of what success looks like as well as the highways and roadways to get there.

### A Proven Framework for AI Agent and Workforce Development

### Companies are adopting OBT and the GPS as their framework for responsibly developing AI agents and workforce to empower their teams. The GPS acts as a visual, actionable roadmap—guiding the responsible and effective development of AI agents and how they work with human talent at scale in your organization.

### Catalyzing Rapid, Organization-Wide Transformation In as few as 3–4 weeks, OBT and the GPS help companies break through years of entrenched habits. By fundamentally shifting how teams think and act, this methodology accelerates the transformation needed to keep pace with AI-driven change and competition—making every choice, decision and action align and advance your journey to the destination.

### Your Perpetual Engine for Innovation and Competitive Advantage Once implemented, the GPS becomes a continuous source of innovation. It empowers organizations to maximize their AI investments, adapt to new opportunities, and ensure they remain the only choice for their customers. Companies worldwide are already using OBT and the GPS to future-proof their business and workforce—will yours be next?

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### The Elevator Pitch

Following is a 30 second elevator pitch that follows Simon Sinek’s Golden Circle approach that first speaks to the ‘why’, then the ‘what’ and finally the ‘how’. The objective is to intrigue and build the curiosity of the listener to want a follow on conversation.

* "Imagine if transforming your customer experience was as simple as using the GPS in your car."
* At our core, we believe in a fundamental truth: everything a company does—every decision made, every action taken—should delight your customers and make them only want to do business with you. The companies that embrace this become unstoppable, creating customers who are fiercely loyal evangelists for their brand.
* What makes our approach refreshingly different is Outcomes-Based Thinking (OBT)—a transformational methodology that starts in the future. We begin by envisioning where you want your customers to be, what outcomes will make them choose only you, then work backwards to the present to chart the path. This isn't about features or functions—it's about ensuring every move your company makes leads to customer delight.
* The GPS we create together is a visual, outcomes-based model of your company's future. Think of it as your strategic roadmap for responsibly building a team of AI agents at scale—in a way that amplifies your ability to delight customers at every touchpoint. One client recently defined their future state as having "fiercely loyal evangelists for our products and brand." The GPS then revealed exactly how every decision and action could navigate them from today to that destination.
* Here's what's remarkable: This isn't theoretical consulting. In just 3-4 weeks, you'll have a real, practical device that immediately breaks through years of entrenched habits. OBT becomes the catalyst for transformational change at scale because it fundamentally shifts how your entire organization thinks—ensuring every choice serves your ultimate purpose: customer delight.
* The best part? We build your GPS together and once you learn to use it, the GPS becomes your perpetual innovation engine, constantly revealing new paths to maximize both your AI investments and your ability to be the only choice for your customers.
* Companies worldwide are already using OBT and the GPS to create this transformation. The question is: Are you ready to see a future where customers choose only you?
* Would having this visual model and customer-centric roadmap be valuable for [company name]? I'd love to show you what's under the hood.

**Basic Definitions**

**Outcomes-Based Thinking (OBT) -** Outcomes-Based Thinking (OBT) is a powerful technique, closely related to Design Thinking and Lateral Thinking, that refocuses attention on the results being achieved rather than current habits or established processes. By intentionally looking past routines and surface perceptions—whether of objects, workflows, or technologies—OBT frees the mind from conventional constraints and reveals the true outcomes at play. This approach encourages fresh perspectives and nurtures what Zen teacher Shunryu Suzuki described as “a beginner’s mind,” where, as he famously said: “In the beginner’s mind there are many possibilities, but in the expert’s there are few.”

**The GPS** - This is a device built for businesses. It functions like the GPS in your car or on your phone. It is a three-dimensional model that visually describes (1) what must be done to reach the GPS destination - these are outcome statements. The second and third dimensions are ‘How’ and ‘Why’. These defined the logical relationship between outcomes. The most important uses of the GPS include: Getting the organization to focus on the outcomes that have the highest priorities in reaching the destination; aligning and linking resources and activities to those priorities.