

EXPLORATION & IDEATION FILTRATION CONCEPTUALIZATION

The keystone to Placeholder's work is our Masterful Planning™ process. The Masterful Planning process is superior to traditional, design-team led master planning in that we:

- >> engage all stakeholders at a more introspective level
- >> translate vision and brand language into design planning
- >> identify competing priorities and force editing
- >> keep all parties focused on the long-view
- >> prioritize marketable, doable and revenue-generating objectives
- >> gain consensus, even among early dissenters, through an appreciative process
- >> give design professionals the information they need and the space to be wholly creative and do their best work

MASTERFUL PLANNING

Through our Masterful Planning Process™ we convene experts from a variety of disciplines and leverage our own expertise in brand strategy and user experience to provide strategic guidance that ensures your Brand Promise is upheld with every recommendation.

Our Planning Process helps to increase your brand's value by identifying transformative projects that will allow people to experience the connections between your mission and your place in a very cohesive way — a way that will both deepen the relationship with current users/visitors and build new and loyal advocates.

Phase I: Exploration & Ideation

The recommendations we make are firmly planted in the discovery of cohesive connections between your Brand, your Place and your Purpose. We deliver an Experience Audit and Assessment.

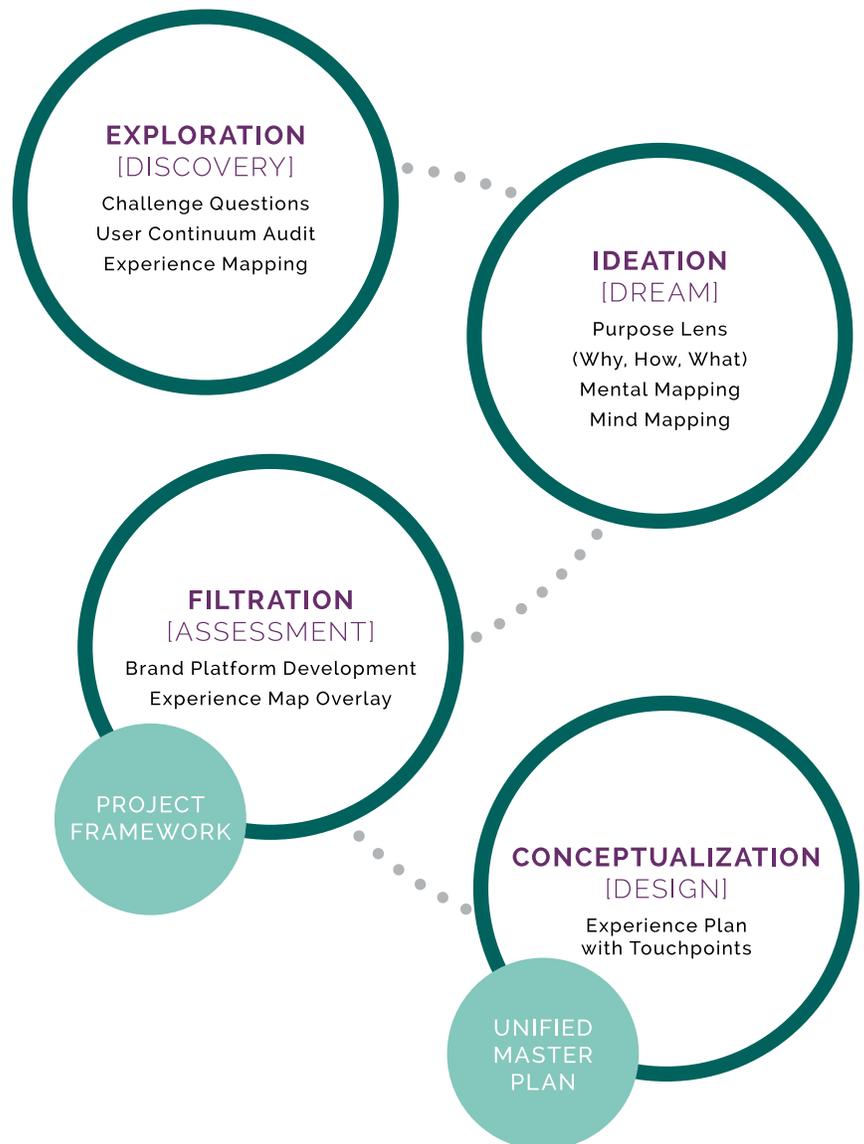
Phase II: Filtration

To improve Experience, it is necessary to understand the impact opportunities a visitor will encounter throughout the user continuum — the actions and events found within the Before, During and After experiences of a Place. We deliver an Experience Plan Framework.

Phase III: Conceptualization

When you connect your Purpose with your Experience, you create a platform for identifying and visualizing valuable project opportunities. We deliver a Unified MasterPlan™.

[MASTERFUL PLANNING™ Process]



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Take our free Five Point Readiness Assessment to determine if you are ready to start a master planning project.
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Twitter
@PlaceSage

Phone
Toll free: 888.862.0320

Email
rachel@placeholderllc.com