



1. INFLUENCE

A constant global exploration...

3. INVESTIGATION

A defined and customized approach to research insights...

5. INTERPRETATION

A definition of project promise...

7. INCORPORATION

A sequential attack plan from creative to finalization...

2. INSIGHTS

An expanded, ongoing examination of regulations...

4. INTIMACY

Beginning the relationship with Starbucks...

6. INNOVATION

A gathering of the finest minds...

PROCESS & REVOLUTIONS

The **INSTINCT** of knowledgeable experienced insights **+**
The **SPHERE** of a series of processes to build accelerated RESULTS.

KEY IDEAS

- Social Sphere & Knowledge Is Immense
- Pattern Of Activity
- Intuitive Power
- Innate Impulse

GIRVIN has consulted with Rob Harris, the CEO of PMI, for nearly 15 years, beginning in the earlier days of his company founding to more recent assignments with the bulk of the effort has focused on strategy. GIRVIN began by working on assessing the business strategy, PMI tactical and trend knowledge and brands that are currently in the PMI folio, as well as the history and culture of the international group.

GIRVIN created a new presentation of the positioning messages of PMI, culminating in their current site modeling, based on the structuring of these new message frameworks.