[c]e **c**ontent **e**volution
<be intentional>

Content Evolution Instruction Manual

How to use a professional membership federation

Professional membership federations provide a number of advantages over traditional organizations offering services to clients.

- Best subject matter experts and talent configured for precise client needs
- Project team processes adapted and enhanced from enterprise "intrapreneurship"
- Lower overhead and cost of doing business

Content Evolution is the pioneer professional membership federation for the front-end of innovation. Its core members come from business partners that helped create global equity for the IBM brand and IBM Business Partners, including:

- Market research and intelligence
- Business strategy and business models
- Brand strategy and management
- Client and customer experience design

STARTING TO USE CONTENT EVOLUTION:

Launch Pad: Ask yourself if being successful has been enough for you. Are you are ready to transition from being nominally successful to being truly significant? Success is triumph over survival, yet it is not a platform for delivering category leadership or global thrivability – significance is the aspiration of leaders and organizations wanting to deliver legacy contributions at the highest level of expressive capacity.

Diagnostic Evaluation: Content Evolution performs an expressive capacity diagnostic. We're interested in who you are and what you know how to do – and how well connected it is to the needs of the people and other organizations all around you. Understanding the baseline wellbeing of the leadership team or organization at large is critical to making diagnostic recommendations about the best Content Evolution practices to build on success and deliver future significance.

Plan Together: Co-create and document a plan together. Discover the core organizing idea that will drive you as the leader, team, or organization toward significance. Explore a professional path forward with Content Evolution and form a custom group of experts to orbit around and support a plan of emergence.