

Category Design in a Changing World

With Kevin Maney
and Chris Yoko

Outline

- I. How to ask questions & answer a poll
- II. Goals of the conversation
- III. Chat highlights
- IV. Next time: Register here
- V. Resources

How to Ask Questions via Chat

1. Click the “Chat” icon:



2. Select Yoko-Lauren or Yoko-Julia.

3. Type the message you want and press **Enter** to send.

4. We'll layer in your questions as we go!



Introductions



Chris Yoko

Chief Executive Officer

- ✓ Over 85,000,000 People Positively Impacted
- ✓ Business Journal's Best Places to Work
- ✓ Desperate to Play Hockey Again

Inc.

The Washington Post

MSNBC

Bloomberg

smart **CEO**

BBC

Reader's
Digest

Introductions



Kevin Maney | Play Bigger

Author, Columnist, Commentator, Advisor

- ✓ Co-founded CDA to help companies with "category design" based on the book "Play Bigger" (which he co-authored)
- ✓ A-list writer and thinker about technology for 25 years
- ✓ Bestselling author and award-winning columnist



Follow Kevin!



@kmaney



/kevinmaney



@kmaney

For more...



www.CategoryDesignAdvisors.com



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www.YokoCo.com



questions@yokoco.com

Next time: Tuesday, June 30th at 3:00 PM EST



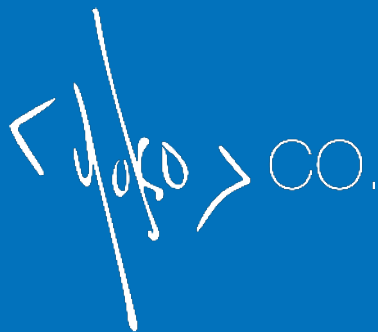
Mark Kibble

Author, Columnist, Commentator, Advisor

Mark Kibble MCSE, CDPS, has a passion for technology and is currently using that passion to move the American Ceramic Society forward with his innovative thinking as their Director of Technology.

He has more than 20 years in the Association Technology space and is a member of the American Society of Association Executives, NimbleAMS Advisory Board, Apple Developers Group, as well as being the leader of a group of 325 IT Pros in the Central Ohio Area.

To Register, visit: www.YokoCo.com/Change



Remarkable Results Webinar

See you next time!