

DREAM WITH DIRECTION™



#### CLIENTS

3M	Cargill
Allianz	Capella University
Allina	Further
BCBS of MN	Medtronic
Be The Match	Target
Best Buy	UHG

#### INDUSTRIES

Education	Non-Profits
Financial Services	Products
Healthcare	Retail
Hospitality	Technology

#### CAPABILITIES

##### STRATEGY

Crafting and implementing relevant strategies that generate value and competitive advantage.

##### SERVICE DESIGN

Creating and improving customer experiences across all touchpoints including digital and physical.

##### DIGITAL

Designing digital strategies and solutions that enable integrated customer experiences.

##### CAPABILITY DESIGN

Working with leaders to set vision and engage teams leading to organizational transformation.

#### FACTS

Founded 2009  
Rêve is French for dream  
Pronounced “Rev”  
WBE Certified  
Top 100 Best Places to Work in MN

We are a strategy and service design consultancy that helps people and organizations innovate and grow.

Rêve was founded on the belief in dreams. We started Rêve because we wanted to reinvent the strategy process. Studies show that 70 percent of all strategies fail, and we wanted to do things differently. We knew that there was power in combining the rigor of strategic management with the softer, more empathetic practices of design thinking and change management.

Today, we work with some of the world's biggest companies to co-create winning strategies and implement them in the marketplace. Passionate about catalyzing change, we inspire our clients' belief in what's possible and unlock their potential to design and deliver human-centered services, experiences, and entire new businesses.

#### RECENT WORK

A diversified financial services company engaged Rêve to develop a three-year customer experience strategy across their multi-tiered customer base and omnichannel product offerings. In twelve weeks, we were able to create innovative new service models and detailed business case plan for roll-out.

A national healthcare company engaged Rêve to reinvent an essential service in their retail space. In order to quickly gather knowledge of consumer behaviors, Rêve modeled the current experience in virtual reality and we were able to test different service variations with their members. In three weeks, we were able to generate a new set of service interactions and plan to develop.

A national retailer approached Rêve to determine the future of a new in-store experience. We staged the current experience in our X LAB for consumer testing to uncover unexpressed needs and associated behaviors. We coupled the needs with immersive competitive insights and developed a robust solution set to create new growth opportunities.



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