

The content in this preview is based on the last saved version of your email - any changes made to your email that have not been saved will not be shown in this preview.

design services, ltd.

rita s. wilkins, president

1403 silverside professional park suite 3b wilmington, de 19810 (302) 475-5663

**Welcome to "AT YOUR SERVICE"
the Design Services, Ltd. E-Newsletter**

"PATIENT COMFORT"



DENTAL SPA

► **Design features include:**

- A waterfall for white noise
- Plasma screen in reception provides education loops highlighting procedures & treatments
- Gourmet coffee & tea bar

► **Patient amenities include:**

- Noise reduction headphones with satellite radio
- Movie goggles

In This Issue

[Dental Spa](#)

[Pursuing The
Awesome
Experience](#)

[The Ultimate Client](#)

[Eco-Friendly Resin
Panels](#)

["What's Next"](#)

[Fade To Light](#)

["What's New" at
Design Services,
Ltd](#)

Quick Links

[Home Page](#)
[More About Us](#)
[What's New](#)
[Portfolio](#)
[Blog](#)

Be Social



- Relaxing hand wax therapy

PURSUING THE AWESOME EXPERIENCE

How to create positive, meaningful and memorable business experiences

Why do things have to be awesome? Isn't good good enough? What about great - isn't that good enough? It's not that companies intentionally force mediocrity our way. In fact, it's the lack of intention that usually results in mediocrity. Given a choice, most people would choose an awesome experience.

Three key characteristics define an awesome experience:

Positive-Awesome experiences are always positive. Awesome by definition means inspired by that which is grand or sublime. Creating a positive experience will assure the beholder of wanting to relive the experience.

Meaningful-What is the point of doing something awesome if nobody cares? Meaning provides context and impact, which lends itself to sharing and discussion. If no one is talking about it, it wasn't awesome.

Memorable-Reflect on the business experiences you remember. They likely resulted in an epiphany you couldn't wait to share.

Awesome experiences can be created anytime, anyplace, so why isn't the business world overflowing with them? Primarily because creating them requires forethought, creativity, planning and execution. It takes time, skill and an understanding of how to turn a mediocre or "just OK" experience into one that is meaningful and memorable for everyone. The awesome experience happens at the convergence of need, entertainment and the unexpected.

Here's the difference.

Peter and Kevin go to lunch. They need someone to provide good food while they talk. They decide upon a local French restaurant, Le Café. They've heard good things about Le Café from friends and reviews. They are on their way to a good experience because they are fulfilling one of the requirements for need - trust. They have a recommendation and a review that says the food and service should meet or perhaps even exceed expectations.

They arrive and are greeted and seated by Pierre. He is nice and attentive. He performs his job as expected - reciting the specials, taking the order and delivering the food in a timely manner. The food was decent and so was the service, providing the second need component - resolution. Had the food been bad or the service slow, that need would have not been resolved and the trust would have been broken. A bad experience would have occurred. Instead, this was a good experience.



About Design Services, Ltd.

Rita Wilkins is the President of Design Services, Ltd., as well as principal designer and project manager. With over 35 years of experience in design and management, her approach to design is both aesthetic and business-like. She is known to be a highly effective "hands-on" designer with extensive knowledge and expertise in residential and commercial interiors.

Later, Peter and Kevin return to Le Café. They are greeted by a young, attractive server named Marie. As they wait to be seated, Marie provides entertainment by engaging them in conversation. She tells them stories of how she first came to America from France, and soon has them laughing about her early antics learning English. Marie seats them and continues to charm the two by joking and flirting while fulfilling their need for a good lunch.

Marie succeeded in combining need with entertainment in a way that turned an ordinary lunch into a more meaningful experience. They left having thoroughly enjoyed a great experience that was positive and meaningful. This experience is great because it had their need met through trust and resolution, combined with entertainment met through engagement and joy.

A few years later, Peter and Kevin have now become regulars at Le Café. One day, Pierre greets them by saying, "We keep tabs on our guests' visits and you may not be aware that this is your 25th time here. The chef is so appreciative he wants you to know that your meals are on the house. And, we have this lovely bottle of Bordeaux for you to enjoy with your meal."

This is the type of experience Peter and Kevin are sure to remember for years. Not only was the experience memorable, it was worth sharing. Le Café's management succeeded in creating the unexpected. By filling Kevin and Peter's need, providing them entertainment and creating the unexpected with surprise and relevance, Le Café was able to create the awesome experience.

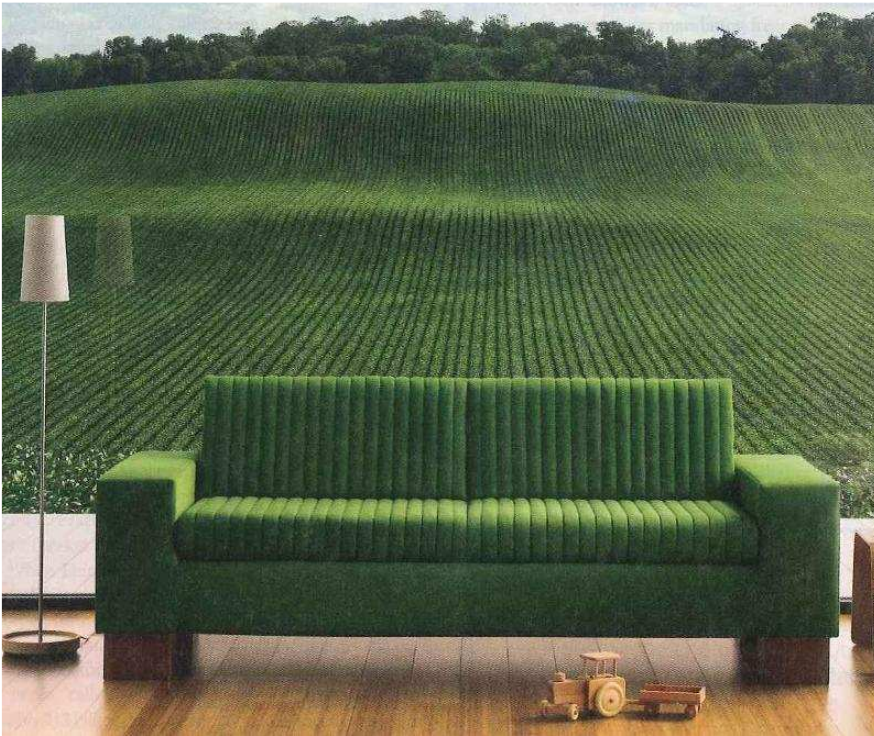
The awesome experience requires the convergence of need (through trust and resolution), combined with entertainment (through engagement and joy), combined with the unexpected (through surprise and relevance).

Over the next few months, I will share tools you can use to satisfy need, entertain and deliver the unexpected. When pursuing the awesome experience, keep your audience in mind. If you strive to exceed expectations, you are more likely to make it happen. And then, you may just inspire others to stop pushing mediocrity and create an awesome experience for you, as well.

It's that simple: Fulfill a need, entertain and bring on the unexpected. Pursuing the awesome experience doesn't require lots of money, props or even other people. It mainly requires a decision to make it happen and follow through.

Written by Kevin Daum-Smart Business Online

THE ULTIMATE CLIENT



After designing offices for some of the leading environmental groups in the country, Envision Design takes on its biggest challenge yet: creating a new headquarters for the U.S. Green Building Council that puts the organization's ideas-and ideals-into action.

It doesn't feel green. The Eero Saarinen Womb chairs in the lobby, the sparkling terrazzo floors under your feet, the crisp white paint on the walls, glass everywhere-and more glass. Here in the new Washington, D.C., headquarters of the U.S. Green Building Council (USGBC), corporate pomp is at high tide. If not for the oversize logo carved into wood at the entrance like a medallion, the office could easily be mistaken for the cool recesses of a fashion magazine.

~click here to read full article~



ECO-FRIENDLY RESIN PANELS



Made with materials such as flowers, grasses and fabrics suspended in poured resin, these decorative panels are half the weight and cost of poured-glass versions.

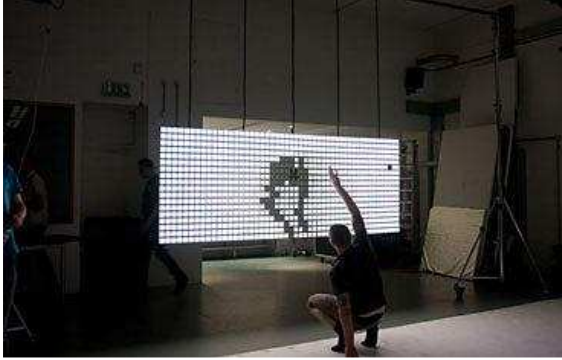


"WHAT'S NEXT"

Intel Health Guide: Diving Head First Into Home Health Monitoring

Intel's Health Guide PHS6000 is geared toward healthcare professionals who manage

patients with long-term / chronic conditions. The Health Guide enables communications between patients and healthcare professionals; it also provides critical patient data. The goal is to help patients to take a more active and positive role in their own care. [~click here to read full article~](#)



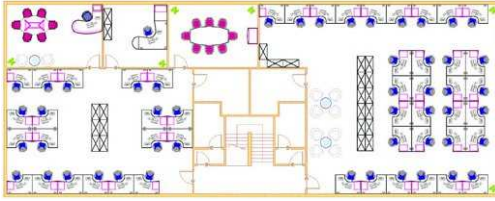
rAndom
INTERNATIONAL
AND PHILIPS
LUMIBLADE
SHOWCASE YOU
FADE TO LIGHT

From November 30, 2009 until February 7, 2010, a light installation entitled You Fade to

Light was shown at the *Die Neue Sammlung* at the *Pinakothek der Moderne* in Munich. The interactive wall of light was commissioned by Philips Lumiblade in order to highlight the possibilities of their OLEDs (more on that technology later). Philips hired London-based art and design collective rAndom International, which "was founded in 2002 by Stuart Wood, Flo Ortkrass and Hannes Koch with a vision to create engaging and experimental art and design projects."

[~click to read full article~](#)





"WHAT'S NEW AT DESIGN SERVICES, LTD."

"2nd Opinion"
Plan Review Service

I am pleased to announce that we are providing a new interior design service for those businesses who are planning a new office or a renovation of their existing space.

Our **"2nd Opinion"** design review service will include a review of your existing plans, offering valuable insight into the proposed design of the new office or renovation; as well as practical cost saving ideas. The goal is to analyze space planning, flow and efficiency.

Upon review of your plans, we will submit a report identifying areas of the proposed plan that might be improved upon, areas of concern and suggestions for improvement.

A follow up phone conference is included.

Let us help you prevent costly errors....stop yourself before you make a costly mistake.

Contact us for details.

Sincerely,

Rita S. Wilkins
President
Design Services, Ltd.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to jtirabassi@dsltdonline.com by dsltd@dsltdonline.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Design Services, Ltd. | 302-475-5663 | 1403 Silverside Professional Park | Wilmington | DE | 19810