

## FOR IMMEDIATE RELEASE

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Igniter Institute  
Fueled by XperienceLab

St. Louis, Missouri - In a time when there is extreme hunger for innovation and disruption everywhere, we have a primary responsibility to help prepare our current and future generations to rise with the challenges of our times. XperienceLab is invested in creating the Igniter Institute™, a program which will provide education to businesses and mentorships and apprenticeships to high school, undergraduate and graduate students. Through this **human-centered experiential learning environment**, our apprentices will be equipped with the critical **strategic design, management and problem-solving skills** needed to be indispensable to future employers.

When you partner with XperienceLab, you are joining us in an investment in the talent ecosystem of our community through:

- **STUDENTS** We provide mentorships and apprenticeships to high school, undergraduate and graduate students to strengthen workforce and career path readiness.
- **EDUCATORS** We teach the tools and methods used during client engagements to sustain the transformation of experiential learning opportunities within the educational system.
- **BUSINESSES** We train our clients in the tools, processes and methods during our engagements with them or through experiential learning workshops.

*XperienceLab was the proud sponsor of a two-day workshop series in August 2016 featuring 1) Design Thinking & A Human Centered-Approach and 2) Strategy Alignment for the Parkway Spark! education team, which also included students, parents and mentors. This collaborative, co-design session was highly successful in providing insight into the future state of their experiential learning program.*

### About Us

XperienceLab is a management consulting and strategic design firm focused on human-centered experiences. We help our clients design the interactions and journeys that customers, distribution

partners and employees have with their business - in person or digitally. When we apply our Measurement-Driven Design™ and Human-Centered methodologies to their business intelligence, we help them create, innovate and improve the services and products delivered to their customer and distribution channels while optimizing their internal business processes and workforce interactions. For more information, visit [www.xperiencelab.com](http://www.xperiencelab.com)

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## **XperienceLab Launches Igniter Institute to Raise Innovation Profile and Elevate the Talent Ecosystem of St. Louis**

**ST. LOUIS, MISSOURI** — XperienceLab, a management consulting and strategic design firm headquartered in Chesterfield, Missouri, recently launched the Igniter Institute, a program that provides training to area businesses and educators, as well as mentorships and apprenticeships to high school, undergraduate and graduate students.

“There is hunger for innovation and disruption everywhere, and we feel a responsibility to help prepare current and future entrants into the workforce to flourish in a highly competitive and rapidly evolving marketplace,” said Michael Chandler, the co-founder and Executive Director of XperienceLab. “One of the core values of our company is our commitment to give back to the communities we serve by dedicating a portion of our time, talent and resources to help develop the skills people need to meet the business challenges they’ll encounter today and into the future. Our commitment to the development of Igniter Institute is an investment in the talent ecosystem of St. Louis.”

Through the program’s human-centered, experiential learning environment, participants will learn and strengthen the critical thinking, strategic design, management and problem-solving skills that will make them indispensable to employers.

Igniter Institute serves three distinct groups: students, educators and businesses. Students are awarded mentorships and apprenticeships designed to strengthen workforce and career path readiness. Educators learn the tools and methods XperienceLab uses in its client engagements to help them sustain the transformation of experiential learning opportunities within the educational system. Businesses are trained in XperienceLab’s tools and methods as part of a client engagement or through participation in immersive, hands-on workshops.

The Igniter Institute hosted its first event earlier this month, sponsoring a two-day workshop series for the Parkway School District. This collaborative workshop focused on Design Thinking, Human-Centered Design and Strategy Alignment topics and brought educators, students, parents and mentors together to gain insight into the future of their experiential learning program.

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*XperienceLab is a management consulting and strategic design firm. They help businesses develop customer and workforce experience strategies, design and improve services, business capabilities and digital products, create innovation pipelines and model new routes to market. For more information, visit [www.xperiencelab.com](http://www.xperiencelab.com) or call Kelly Chandler at (314) 720-1854.*