

## 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)