

# RON BAKER

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**From Transactions to  
Transformations:  
Where Customers Become, Not Buy**



# From Transactions to Transformations: Where Customers *Become, Not Buy*

Ron Baker, Co-Founder  
THRESHOLD

 @ronaldbaker

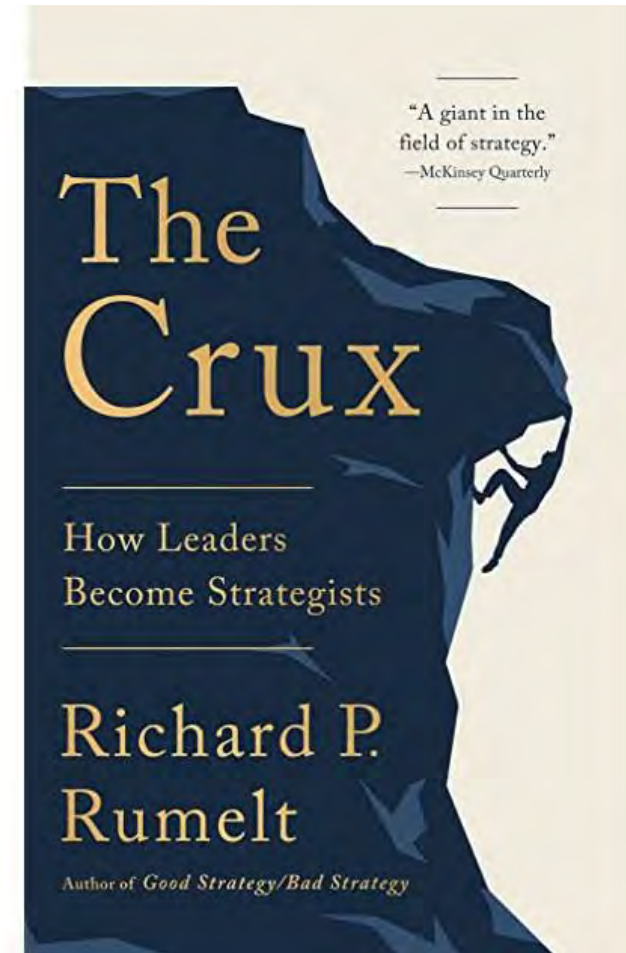
 THRESHOLD



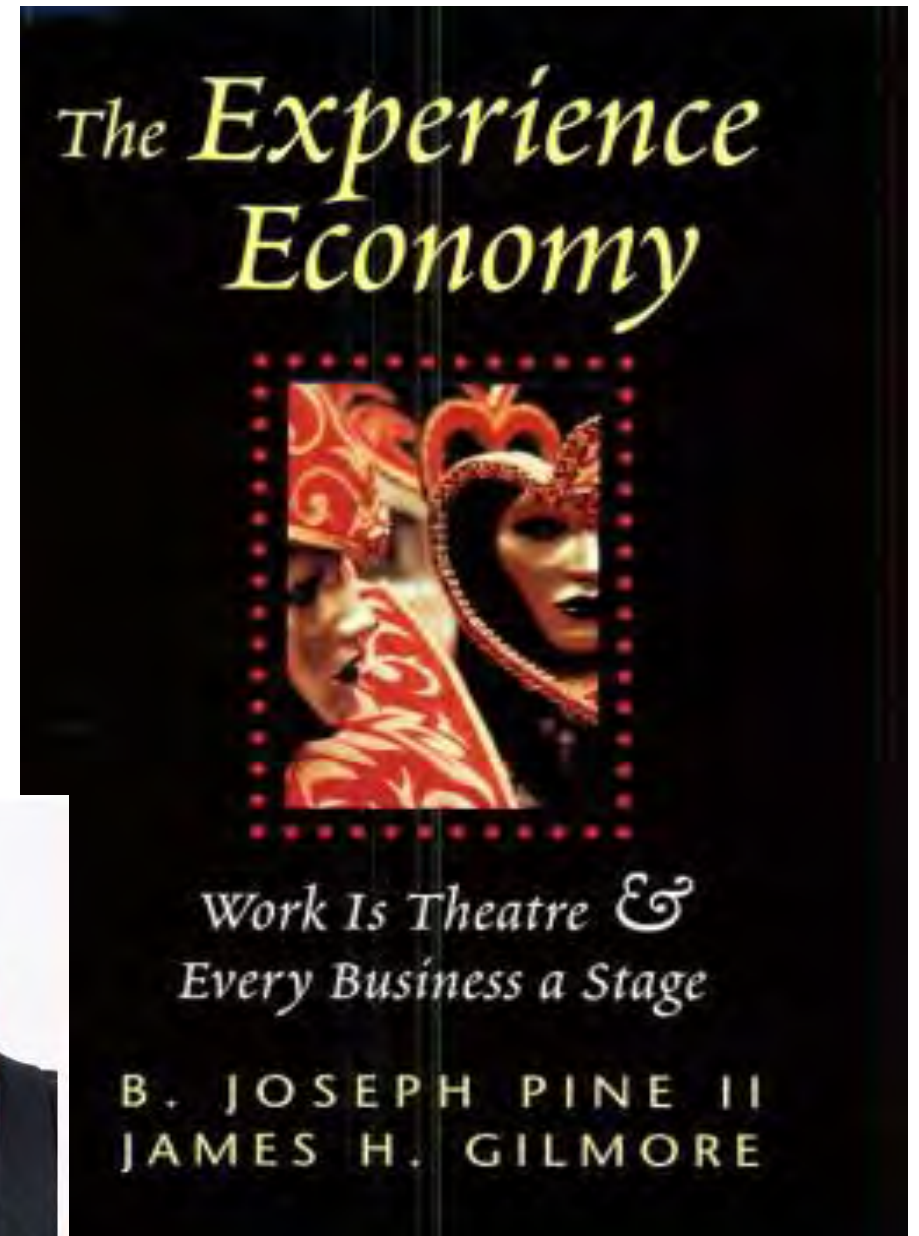
“A professional is someone who is responsible for achieving a result rather than performing a task.”

—Michael Hammer

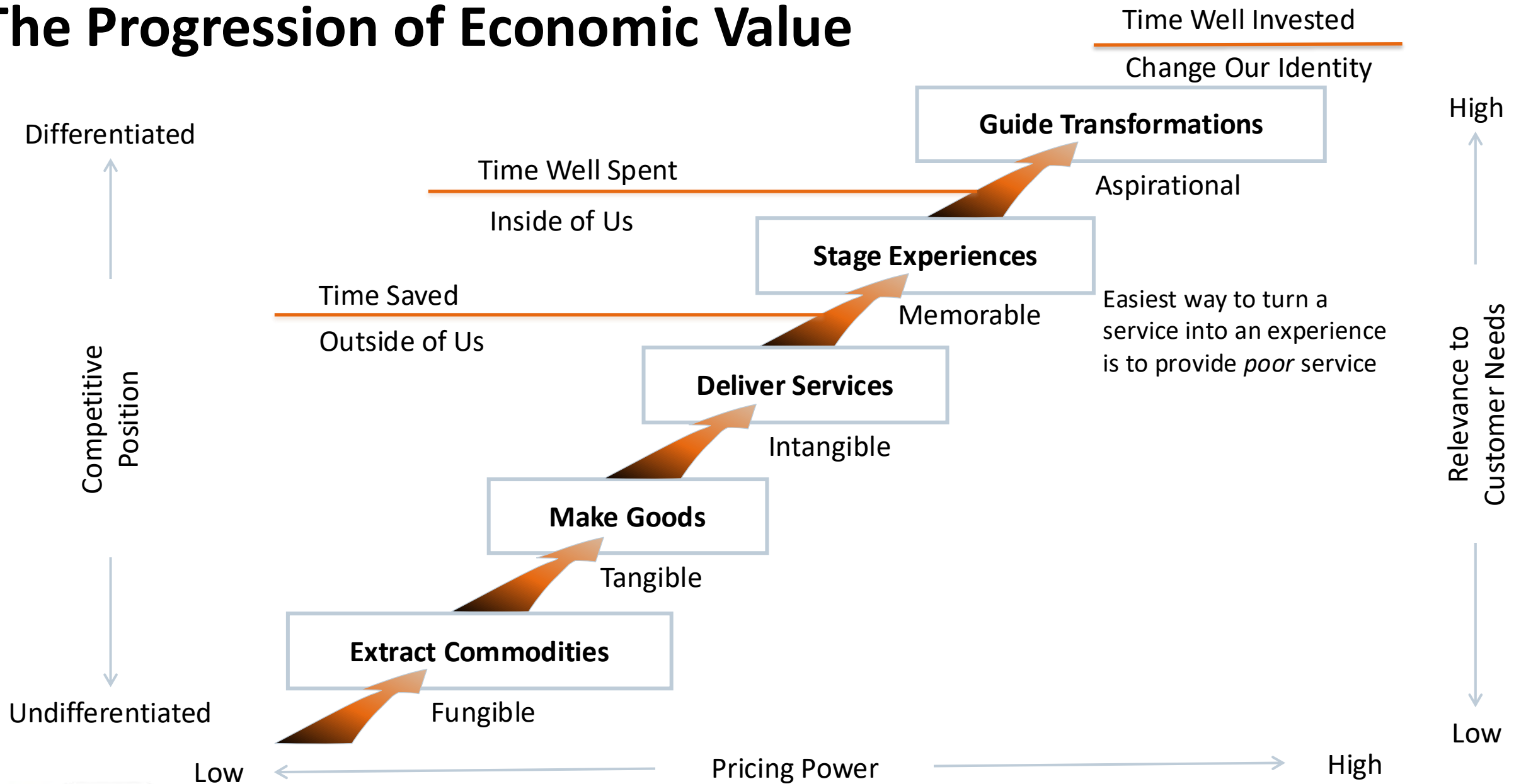
In essence, a business model explain where revenue will be earned when services are provided free of charge.



1999



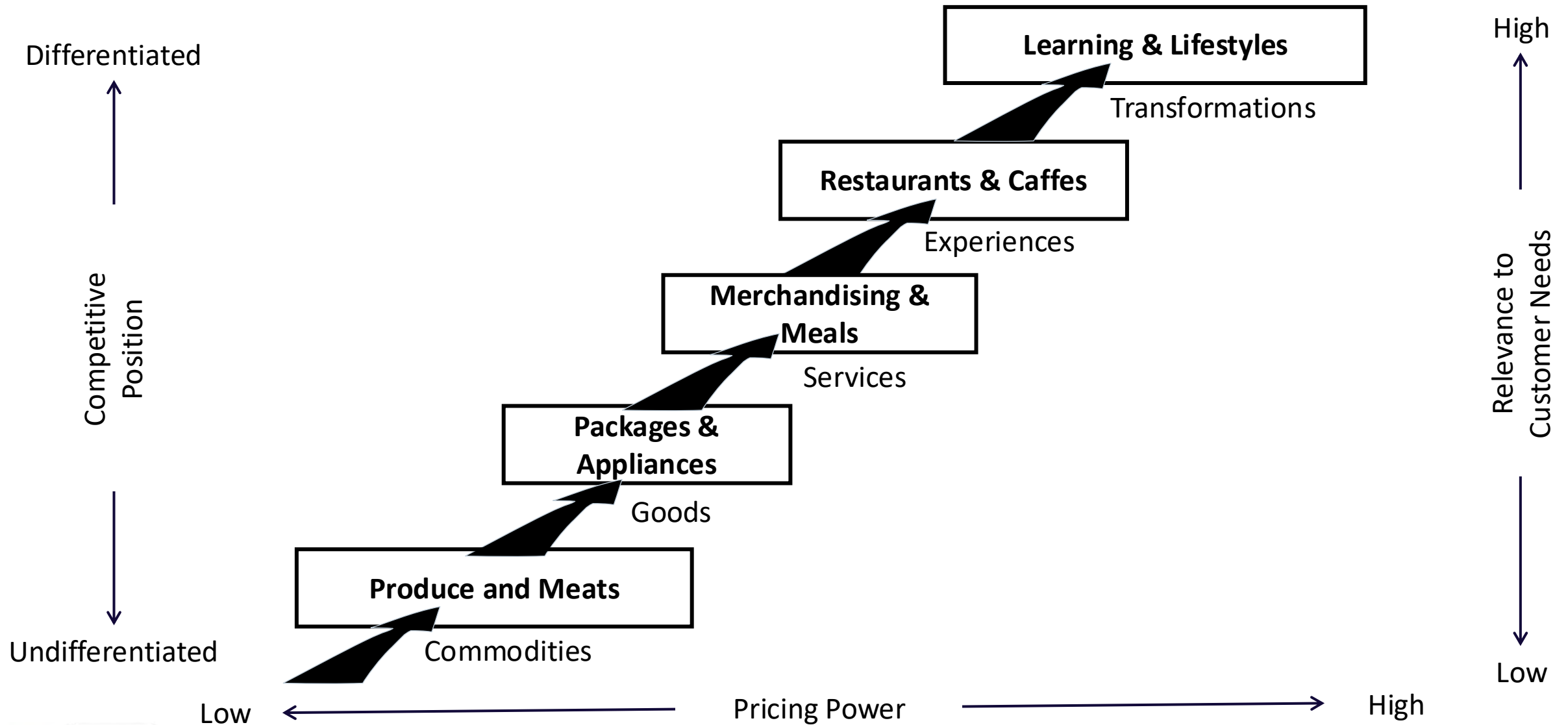
# The Progression of Economic Value



# Eataly and the Progression of Economic Value



# The Progression of Economic Value



# The Revenue Model

What are you asking your customers to pay for?

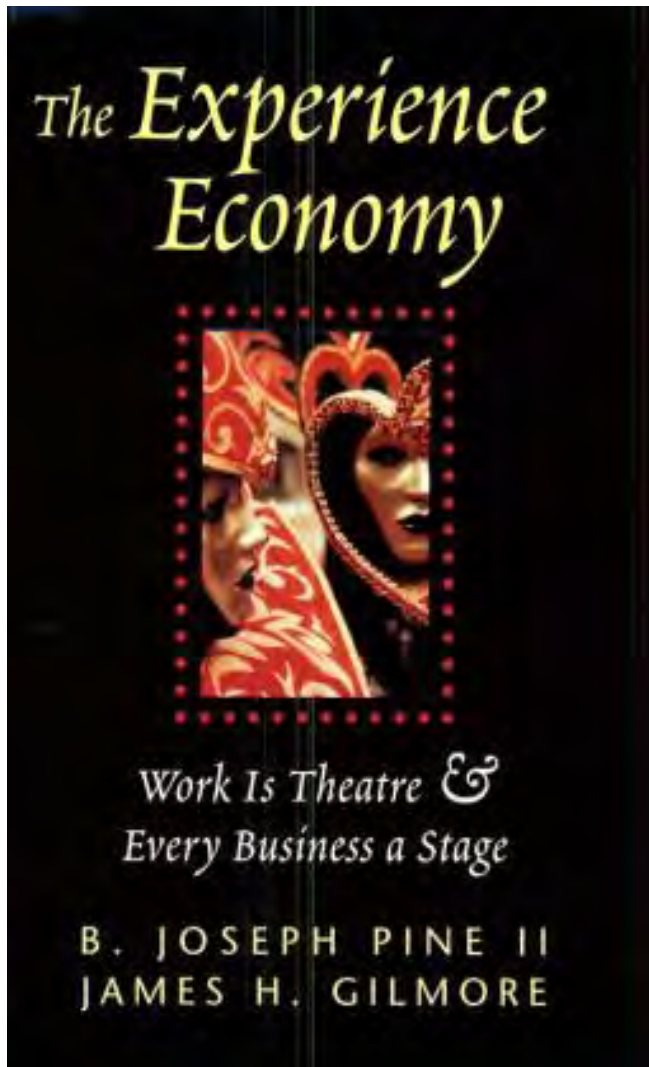
*Fender*  PLAY™

Online lessons.  
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**Musicianship**

- Launched July 6, 2017
- By 2020 – 200,000K subscribers
- During Covid-19 went to over 1,000,000
- As of 2024 – 930,000 subscribers @ \$149/yr
- 5% Churn rate
- Sold most guitars in history, 2020-2023
- Subscribers purchase 40% more



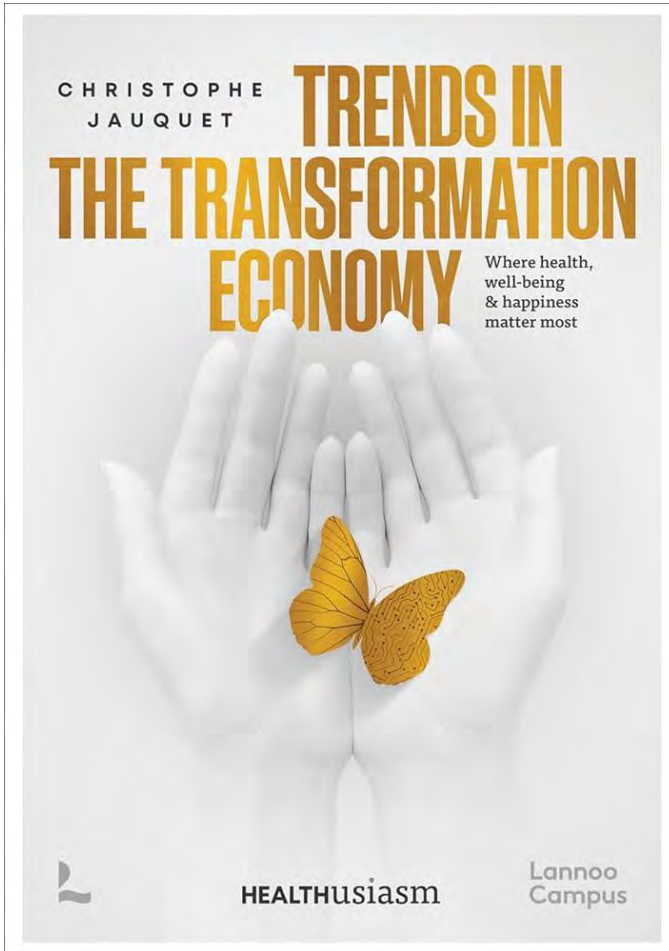
1999

# THE TRANSFORMATION ECONOMY

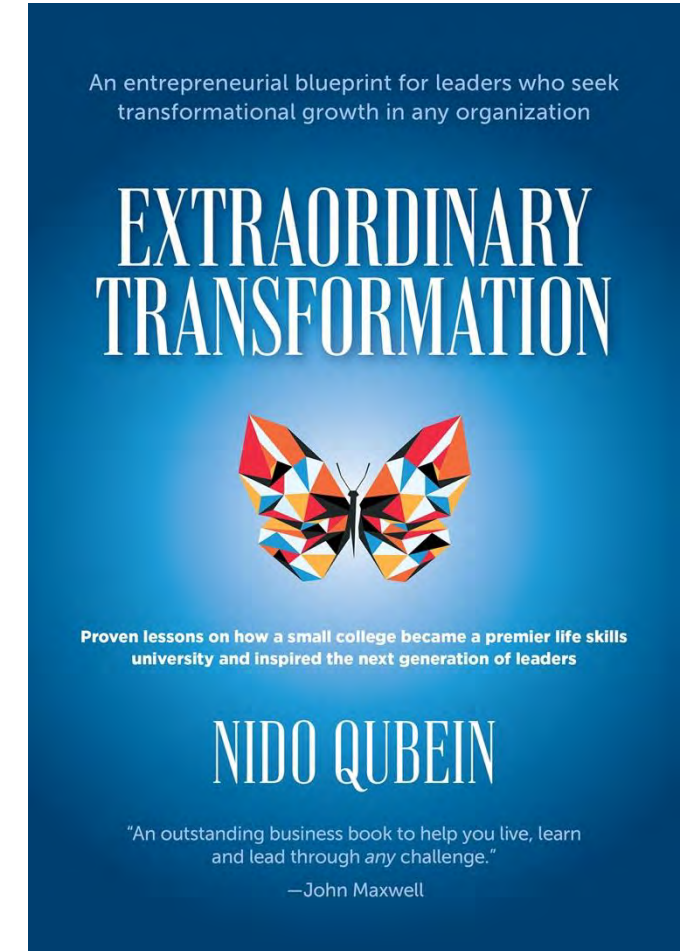
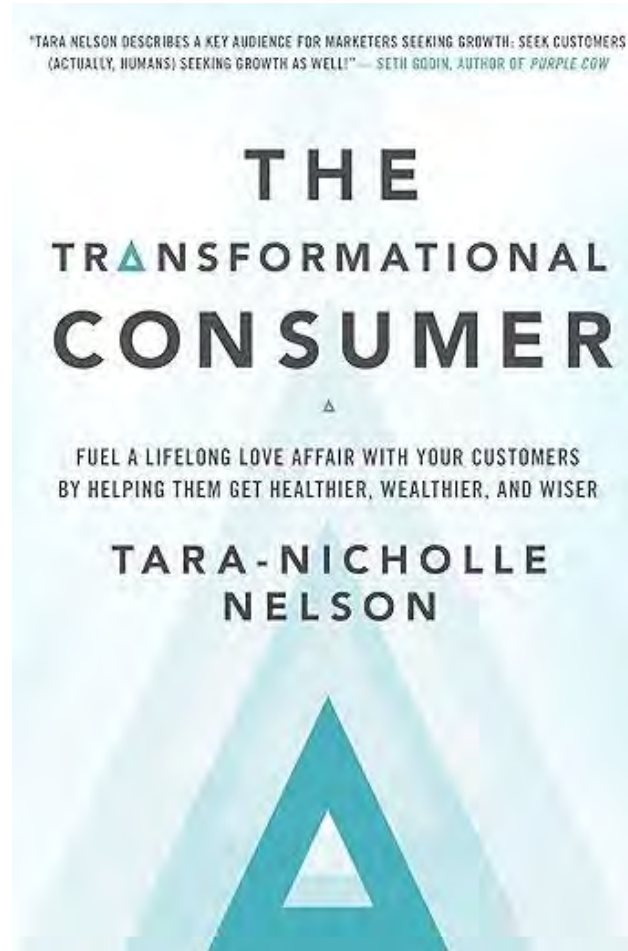


**B. JOSEPH PINE II**  
Bestselling coauthor of *The Experience Economy*

February 3, 2026



TSOE #518



High Point University, NC

# Life Aspirations

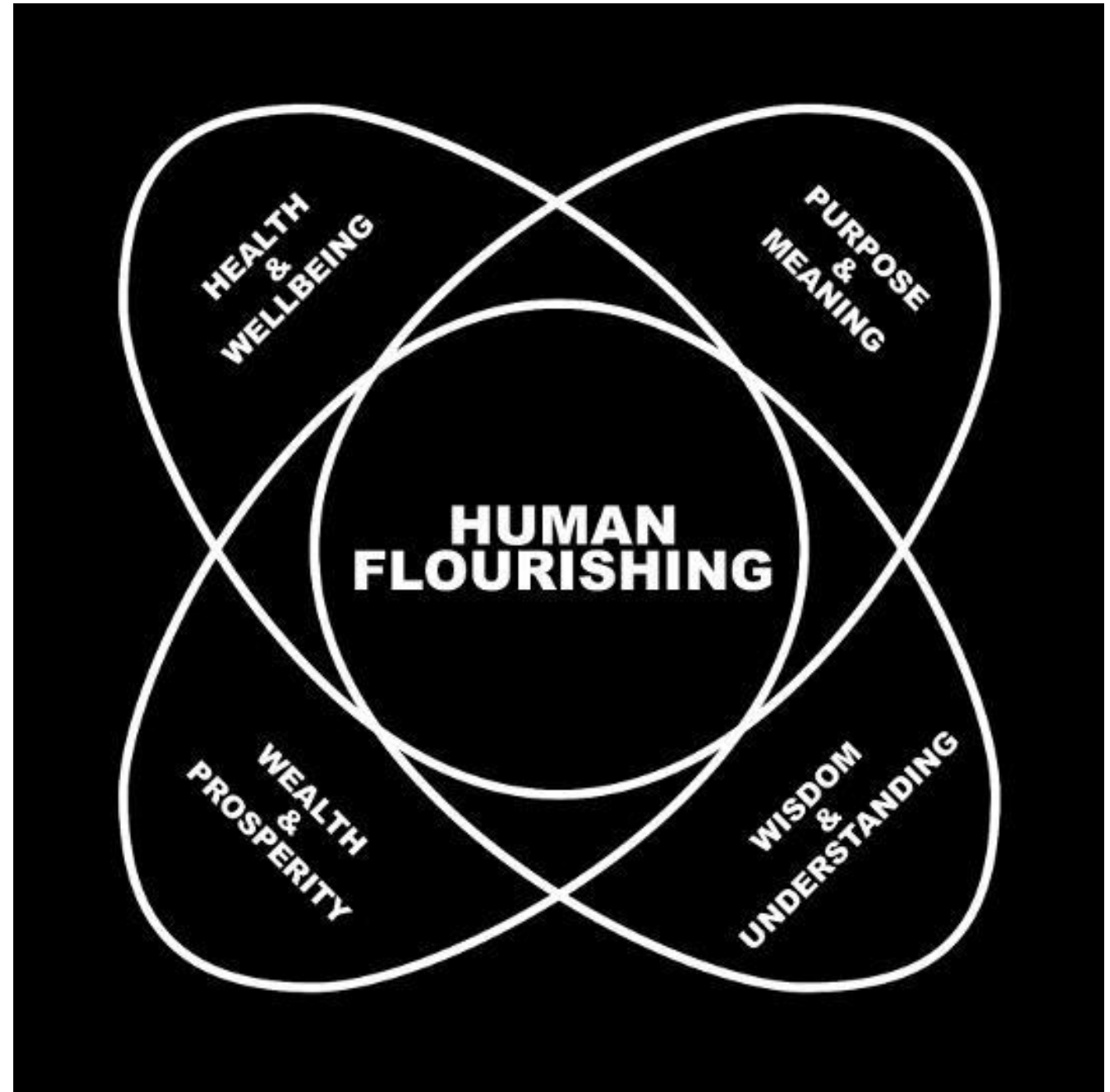
Aspirations are the  
foundation of  
customer  
transformations

They are simple and  
universal. You don't  
have to create  
demand for them; you  
discover them

# Spheres of transformation

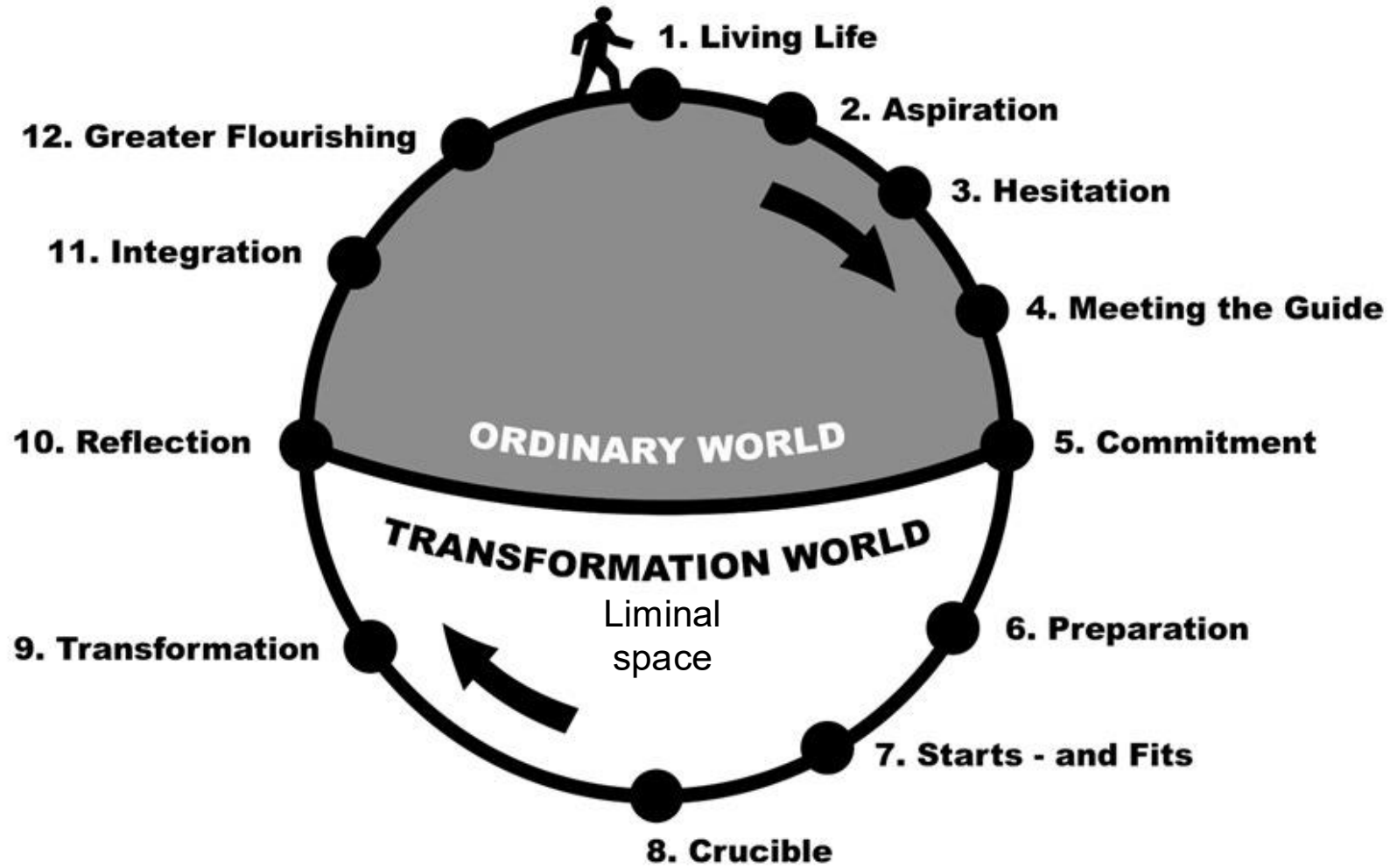
“If a business doesn’t help people flourish, it’s a racket.”

—B. Joseph Pine



**Part 4: Integration**

**Part 1: Aspiration**



**Part 3: Transformation**

**Part 2: Experiences**

# Transformation types

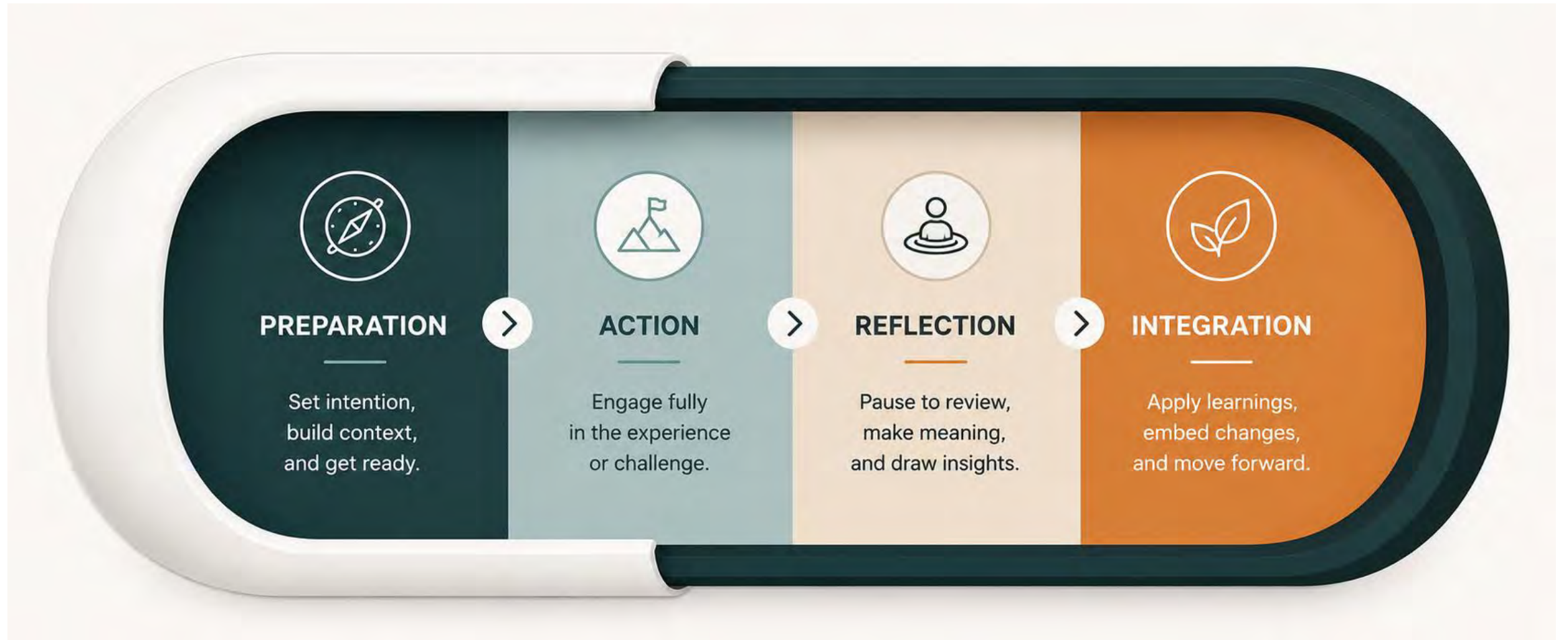
Scale of Change	Large	Ambition	Metamorphosis
		Transactional tax preparer → Strategic advisor Succession uncertainty → Successful ownership transition	Compliance → Advisory Overwhelmed business owner → Disciplined entrepreneur
	Small	Refinement	Cultivation
		Financial reporting → Visual dashboards Inconsistent cash management → Working capital practices	Siloed departments → Collaborative pods Disorganized operations → Culture of accountability
		Degree	Kind
Quality of Change			

# Transformation Example Generator

<https://thresholdnow.com/teg>



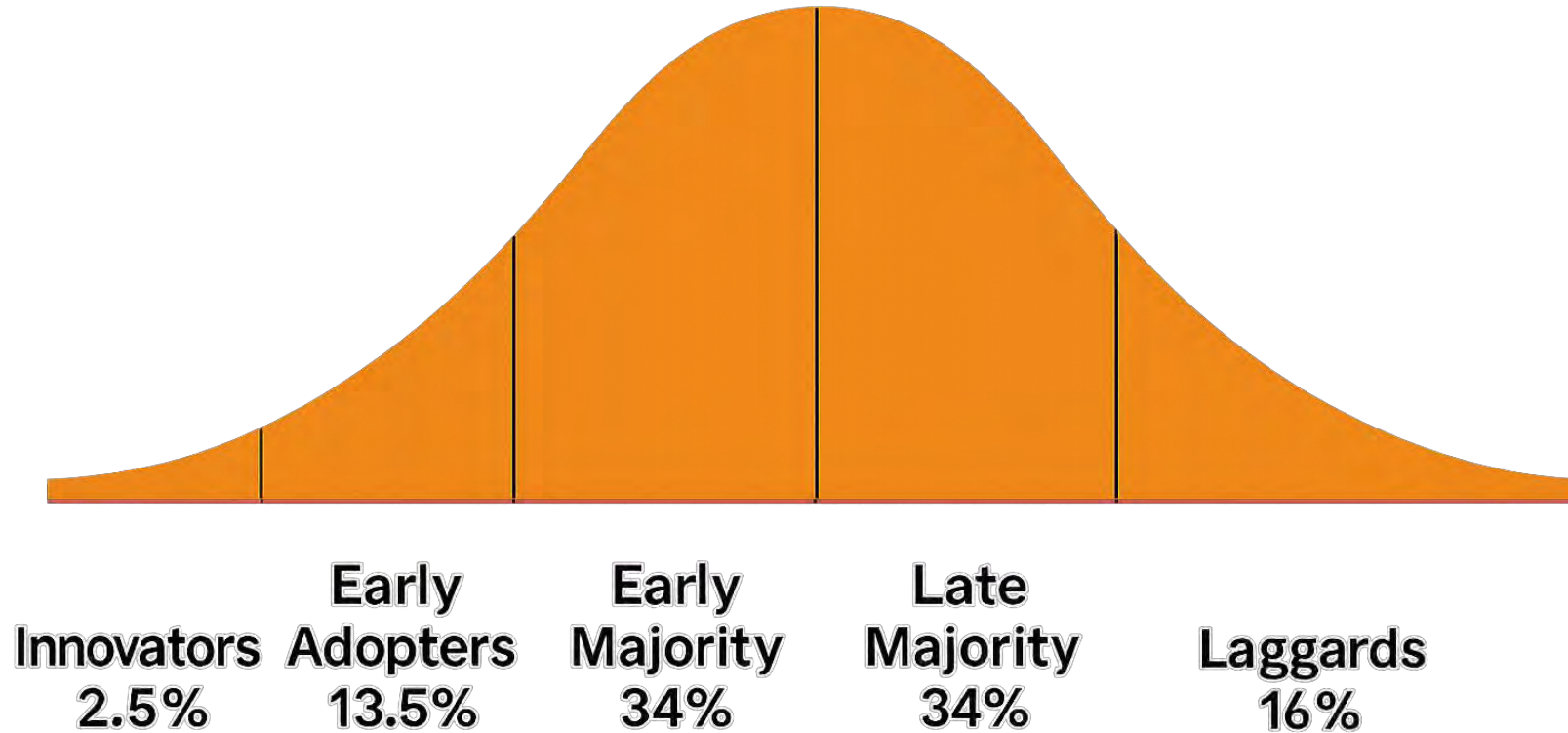
# Encapsulation



# Key Take-aways for Immediate Implementation

1. **Shift** from provide services to guide **transformations**
2. **Design** offerings through the Time Progression lens
3. **Identify** your spheres of **transformation**: Healthy, Wealthy, Wise, Meaning
4. **Think** of AI as Augmented Intelligence

Common offerings command common prices.  
Uncommon offerings command uncommon prices.



Source: Everett Rogers (Diffusion of Innovations model)

At least 84% of us are copying, not innovating.

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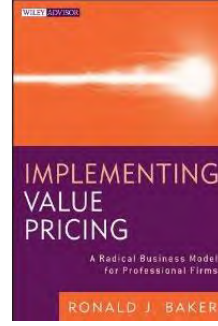
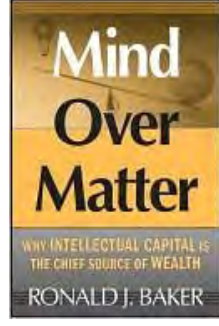
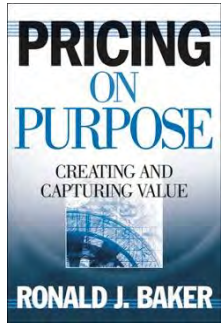
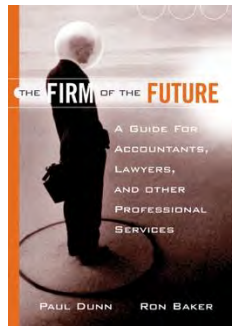


<https://thresholdnow.com/revelation>





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Join

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# Introducing the VFO Portal: Run Your Virtual Family Office Leveraging AI

Anton Anderson & Paul Latham  
Elite Resource Team