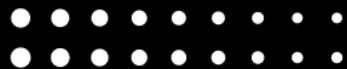
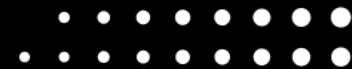


IN SEARCH OF THE





**Reuben  
Webb**

Chief Creative Officer  
at Stein IAS



**Tom  
Stein**

Chairman & Chief Client  
Officer at Stein IAS



**Richard  
Hepworth**

Business Unit President at  
Trelleborg Marine & Infrastructure



**MOQLS.**  
**OR SALS.**  
**OR SQLS.**

**MOQLS.**  
**OR SALS.**  
**OR SQLS.**

**PQLs**

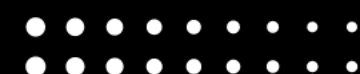
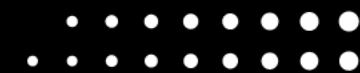
**RQLs**

**AQLs**

**CRLs**



IN SEARCH OF THE



- 01. UNDERSTANDING HUMAN BEHAVIOR IN A BUSINESS CONTEXT**
- 02. FRAMEWORK TO APPLY BOTH EMOTIONAL AND RATIONAL VALUE**
- 03. IDEAS WITH VALUE**



**Download our report**

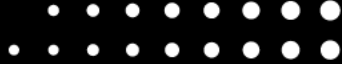
[steinias.com/eql](https://steinias.com/eql)





# EMOTION & MARTECH

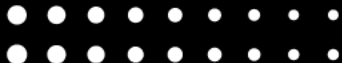


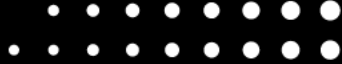


**PEOPLE YEAR FOR HUMAN CONNECTION.**



**B2B PEOPLE YEAR FOR HUMAN CONNECTION.**

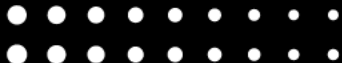




**PEOPLE YEARN FOR  
HUMAN EXPERIENCE.**



**B2B PEOPLE YEARN FOR  
HUMAN EXPERIENCE.**









**NEVER LET GO**

# FEAR





# LOVE





# ROBERT PLUTCHIK'S WHEEL OF EMOTIONS



# PRIMARY

# DERIVATIVE

**VIGILANCE**

**ANTICIPATION INTEREST**

**RAGE**

**ANGER ANNOYANCE CONTEMPT**

**ECSTASY**

**JOY SERENITY OPTIMISM**

**LOATHING**

**DISGUST BOREDOM REMORSE**

**TERROR**

**FEAR APPREHENSION AWE**

**ADMIRATION**

**TRUST ACCEPTANCE LOVE**

**AMAZEMENT**

**SURPRISE DISTRACTION**



A man wearing a brown fedora hat and a brown sweater is shown from the chest up. He has a wide-eyed, surprised expression, looking towards the right. His right hand is raised, with his index finger pointing upwards. The word "VIGILANCE" is written in large, bold, white capital letters across the center of the image, partially overlapping his face and hand. The background is a plain, light-colored wall.

**VIGILANCE**



A man wearing a red hat and a red sweater is shown from the chest up. He has a wide-eyed, shouting expression with his mouth open and teeth visible. His hands are clenched into fists, one on each side of his chest. The entire image is tinted with a red color. The word "RAGE" is written in large, white, bold, sans-serif capital letters across the center of his face and mouth.

**RAGE**



A man wearing a black hat with a white halo, looking upwards with his hands raised in a gesture of awe or ecstasy. The background is a solid yellow color. The word "ECSTASY" is written in large, white, bold, sans-serif capital letters across the center of the image, partially overlapping the man's face and hat.

**ECSTASY**





**LOATHING**



**TERROR**





A man wearing a dark hat and a light-colored sweater is looking upwards and to the right with a slight smile. The entire image is overlaid with a semi-transparent green filter. The word "ADMIRATION" is written in large, bold, white, sans-serif capital letters across the center of the image, partially obscuring the man's face.

**ADMIRATION**



A man wearing a dark hat and a light-colored sweater has a wide-eyed, open-mouthed expression of surprise or amazement. His hands are raised in a gesture of astonishment. The entire image is overlaid with a semi-transparent green filter. The word "AMAZEMENT" is written across the center in a bold, white, sans-serif font.

**AMAZEMENT**



**VIGILANCE**



**RAGE**



**ECSTASY**



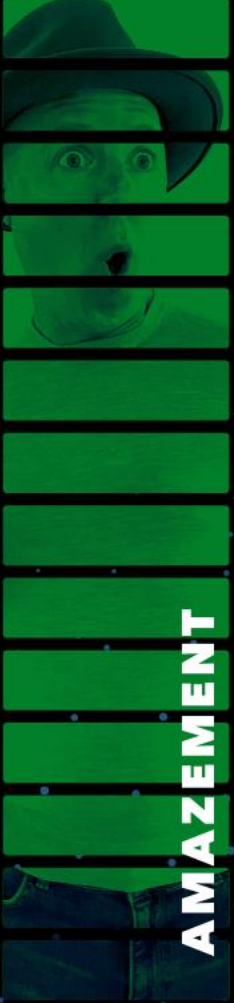
**LOATHING**



**TERROR**



**ADMIRATION**



**AMAZEMENT**





# PRIMARY

# DERIVATIVE

**VIGILANCE**

**ANTICIPATION INTEREST**

**RAGE**

**ANGER ANNOYANCE CONTEMPT**

**ECSTASY**

**JOY SERENITY OPTIMISM**

**LOATHING**

**DISGUST BOREDOM REMORSE**

**TERROR**

**FEAR APPREHENSION AWE**

**ADMIRATION**

**TRUST ACCEPTANCE LOVE**

**AMAZEMENT**

**SURPRISE DISTRACTION**

**EMOTIONAL VALUE**

**+**

**RATIONAL VALUE**

**=**

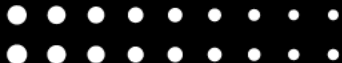
**IDEAS WITH VALUE**



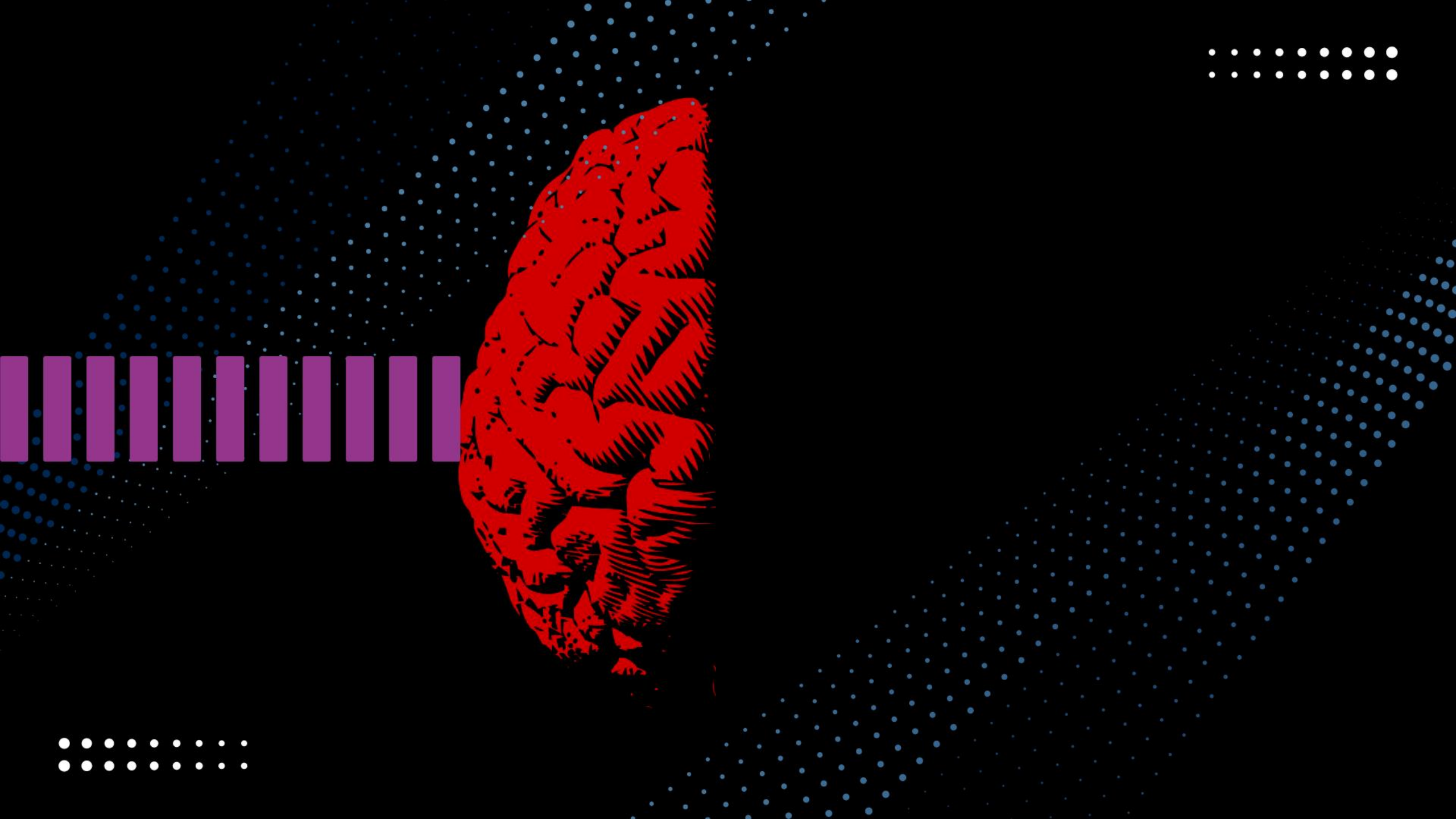
**FUNCTIONAL  
VALUE**

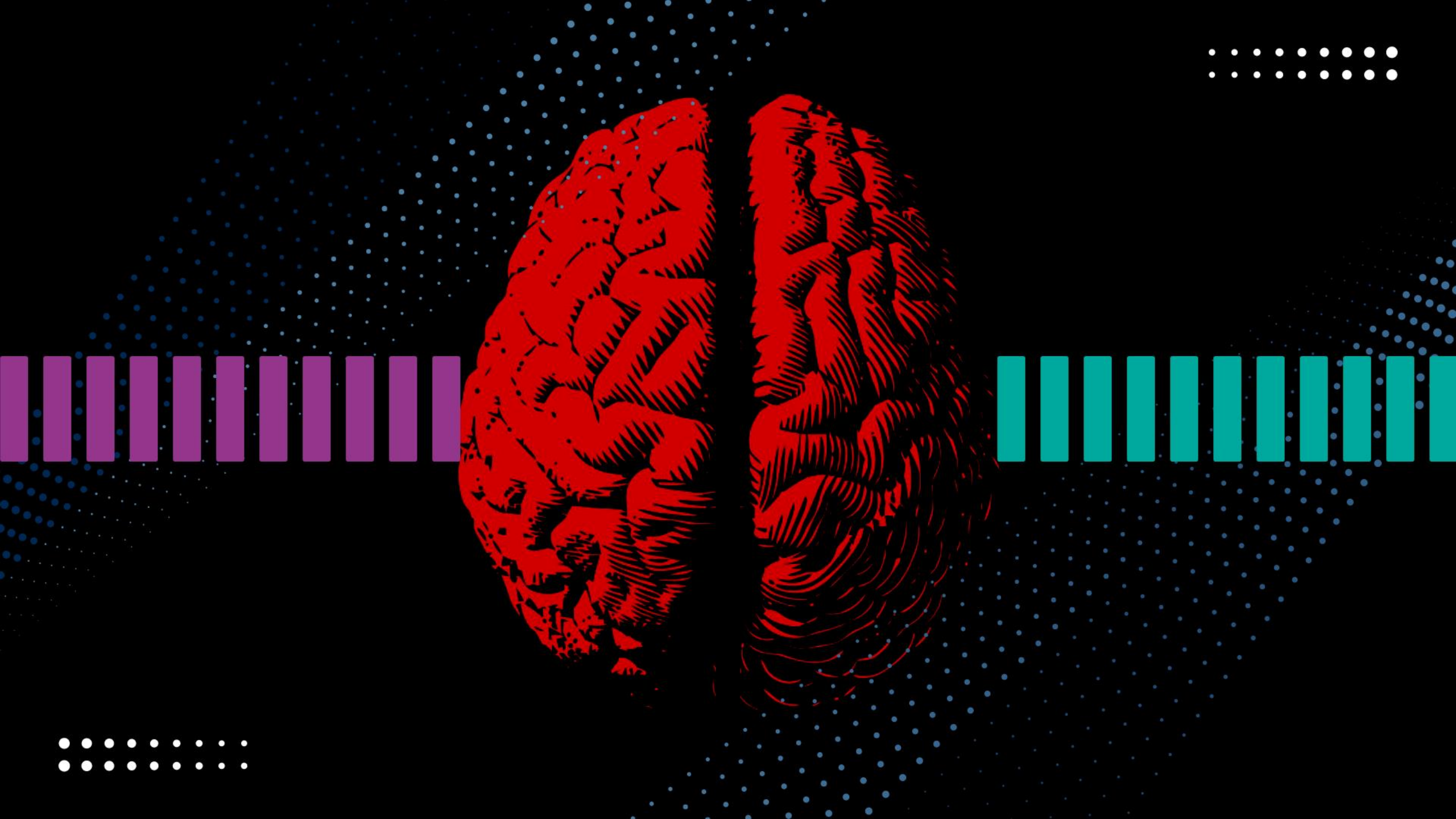


**ECONOMIC  
VALUE**







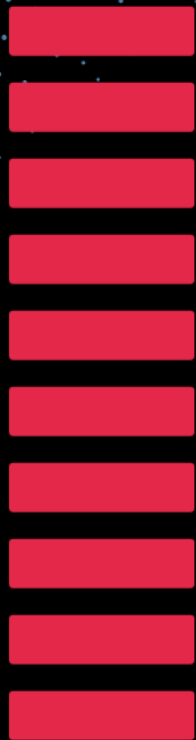


# ROBERT PLUTCHIK'S WHEEL OF EMOTIONS





**PROFESSIONAL  
EMOTIONAL  
VALUE**



**UNIVERSAL  
EMOTIONAL  
VALUE**



**CURRENT  
EMOTIONAL  
VALUE**







**UNIVERSAL EMOTIONAL VALUE**

**CURRENT EMOTIONAL VALUE**

**PROFFESIONAL EMOTIONAL VALUE**







WELCOME  
ALL DRUNK  
CRUISE SHIP  
PEOPLE!











SEA GUARD

TRELLEBORG

SEA GUA

TRELLEBORG



# Smarter Approach by Trelleborg

A digital transformation

# SmartPort







**Smart  
Port**

**Safe  
Pilot**

**Safe  
Tug**





# Safe Tug







ΑΓΑΘΟΝΗΣΟΣ  
ΠΕΙΡΑΙΕΥΣ

ΕΥΡΩΠΑΪΚΗ ΜΑΡΙΝΑ



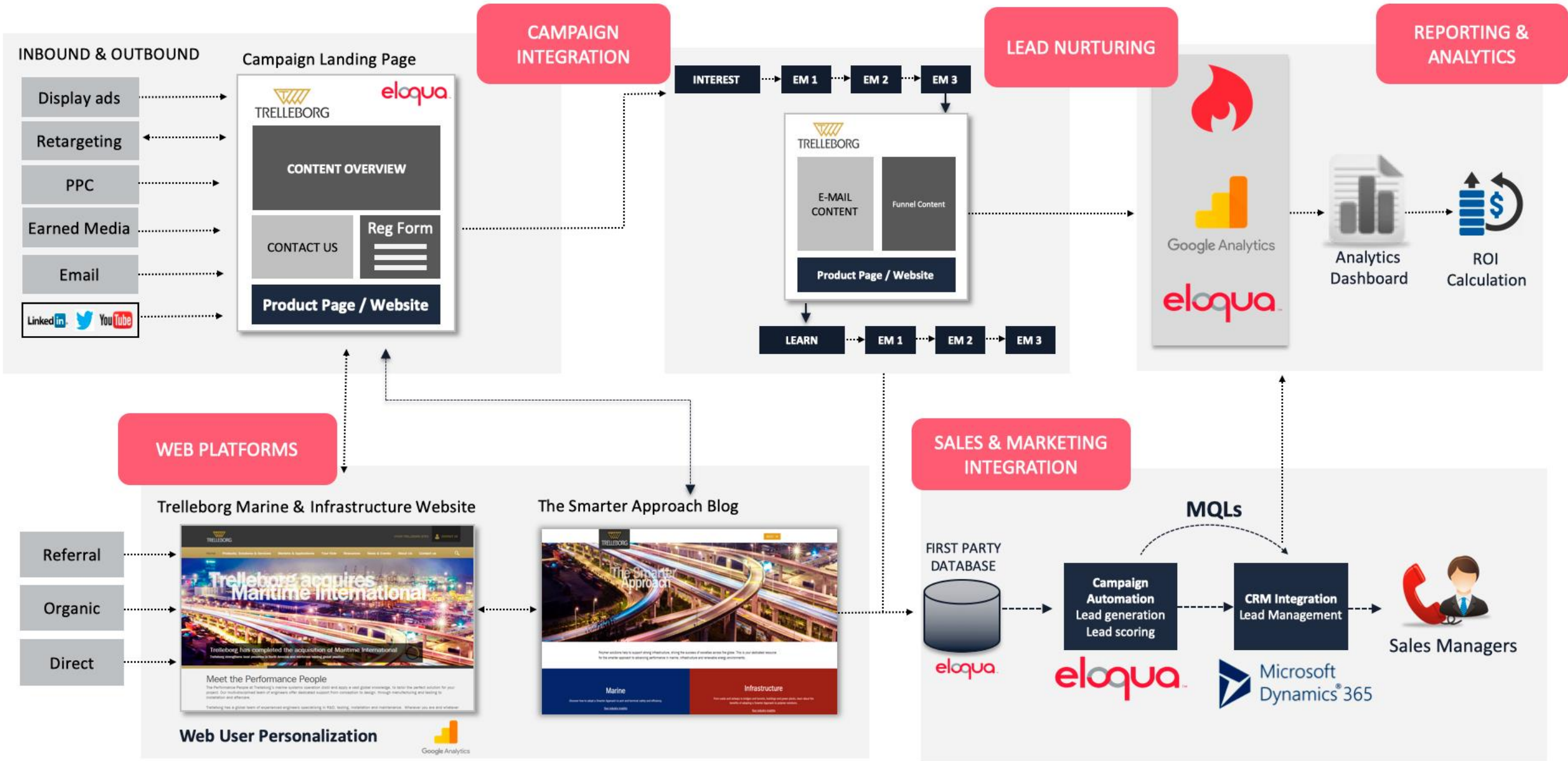




ΑΓΑΘΟΝΗΣΟΣ  
ΠΕΙΡΑΙΕΥΣ










WHY ADOPTING AUTOMATION IS A SMART MOVE


TRELLEBORG



**Expert views on automation in the maritime industry**

Explore the latest thinking on how automation and smart technologies are shaping the future of the maritime industry in this series of video interviews from Trelleborg. At the Port Technology Container Terminal Automation Conference, we caught up with professionals from across different areas of the industry who gave their thoughts and assessed the progress towards digitization.

Watch here



Watch the videos now and learn about:

- The challenges of transitioning to smart technologies
- Achieving a standardized approach
- People and processes: the need for harmony

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YouTube | Facebook | Twitter | LinkedIn | Instagram

TRELLEBORG

Home

**Product showcase flowbook**



SmartPort

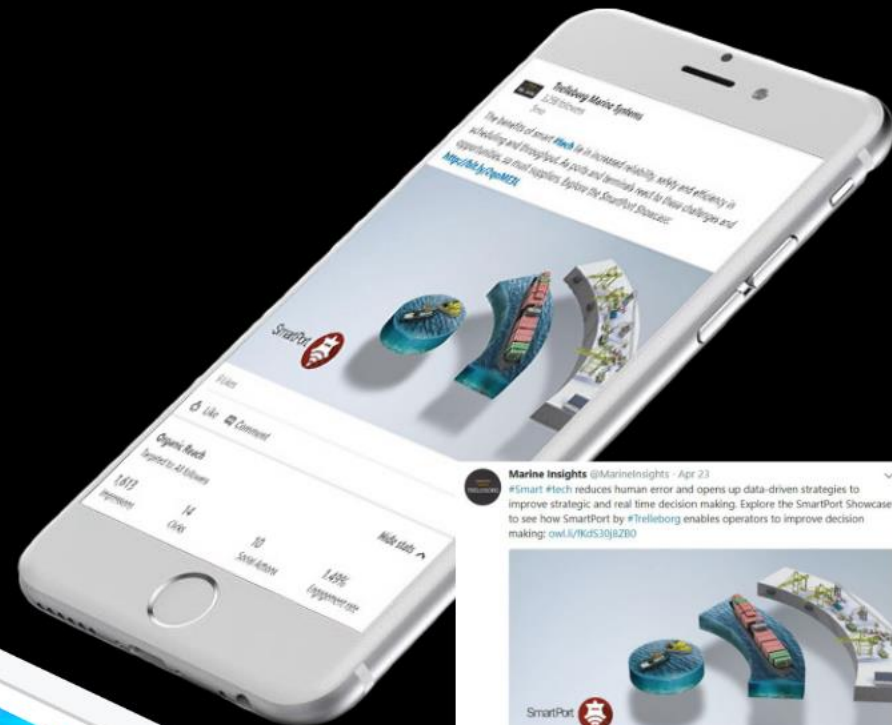
**Approach**

As a smart port, you have automated the entire value chain and state of the port, from arrival and departure to the final product stage.

READ MORE

The benefits of smart technologies lie in increased reliability, safety and efficiency in scheduling and throughput. These technologies reduce human error, opening up data-driven strategies which massively improve strategic and real time decision making, removing 'best guesses' thanks to robust data sets.

As ports and terminals react to these challenges and opportunities, these are the solutions Trelleborg currently offers, and will continue to evolve and add to, to support the most progressive ports from bay to berth, to sea.



Marine Insights @MarineInsights · Apr 23

#Smart #tech reduces human error and opens up data-driven strategies to improve strategic and real time decision making. Explore the SmartPort Showcase to see how SmartPort by #Trelleborg enables operators to improve decision making: [ow.ly/9K2S3j8Z00](https://ow.ly/9K2S3j8Z00)



SmartPort

1 2



# Safe Tug





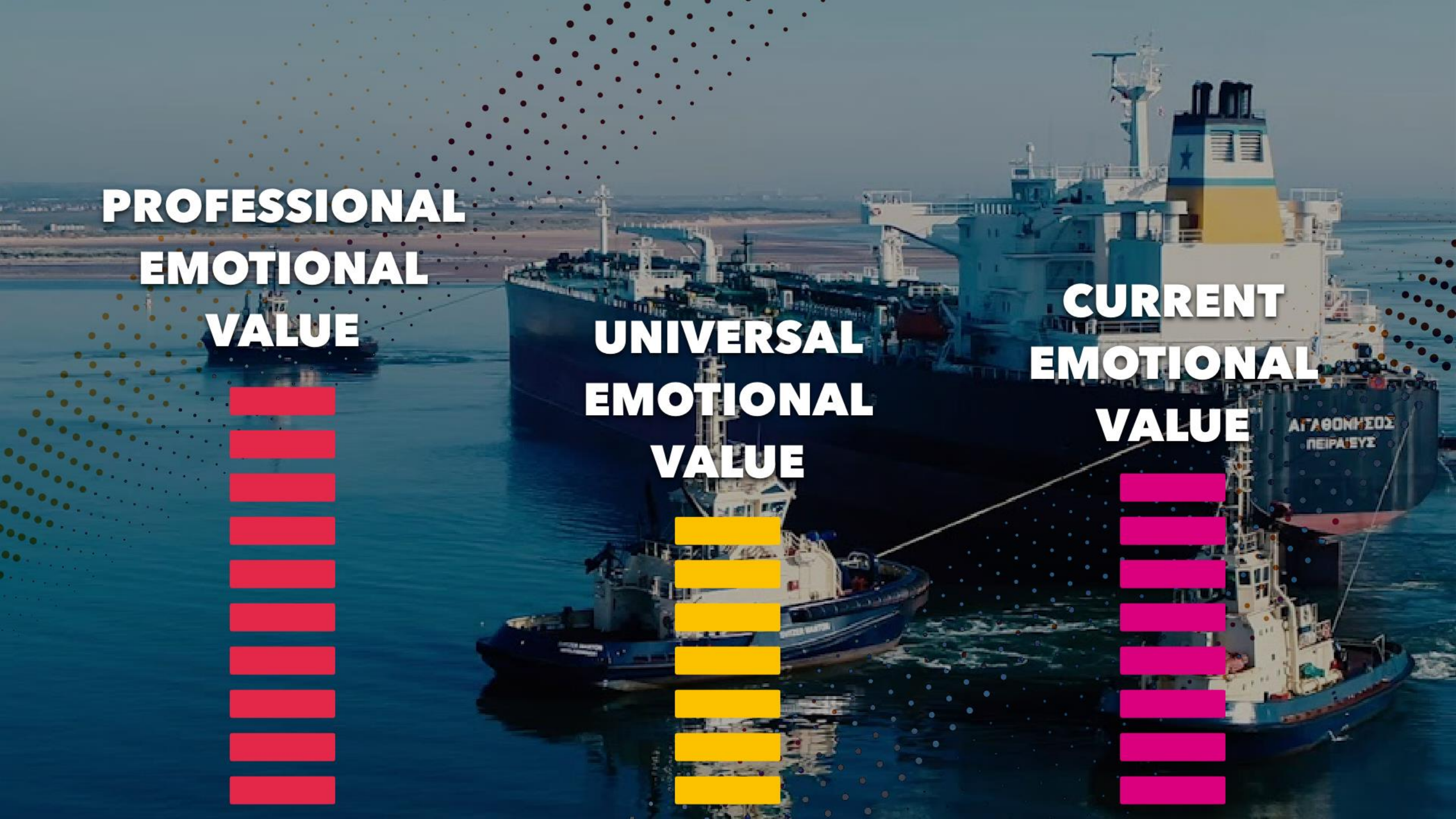
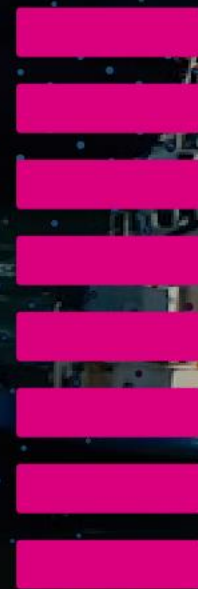
**PROFESSIONAL  
EMOTIONAL  
VALUE**



**UNIVERSAL  
EMOTIONAL  
VALUE**



**CURRENT  
EMOTIONAL  
VALUE**



+

+

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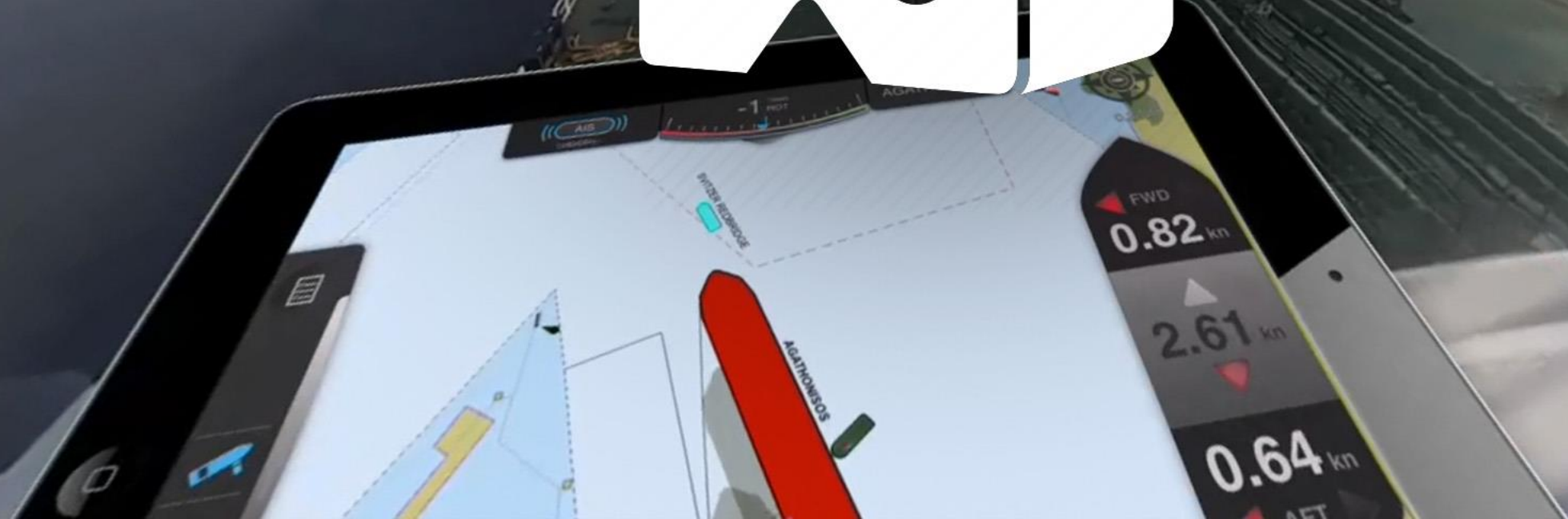
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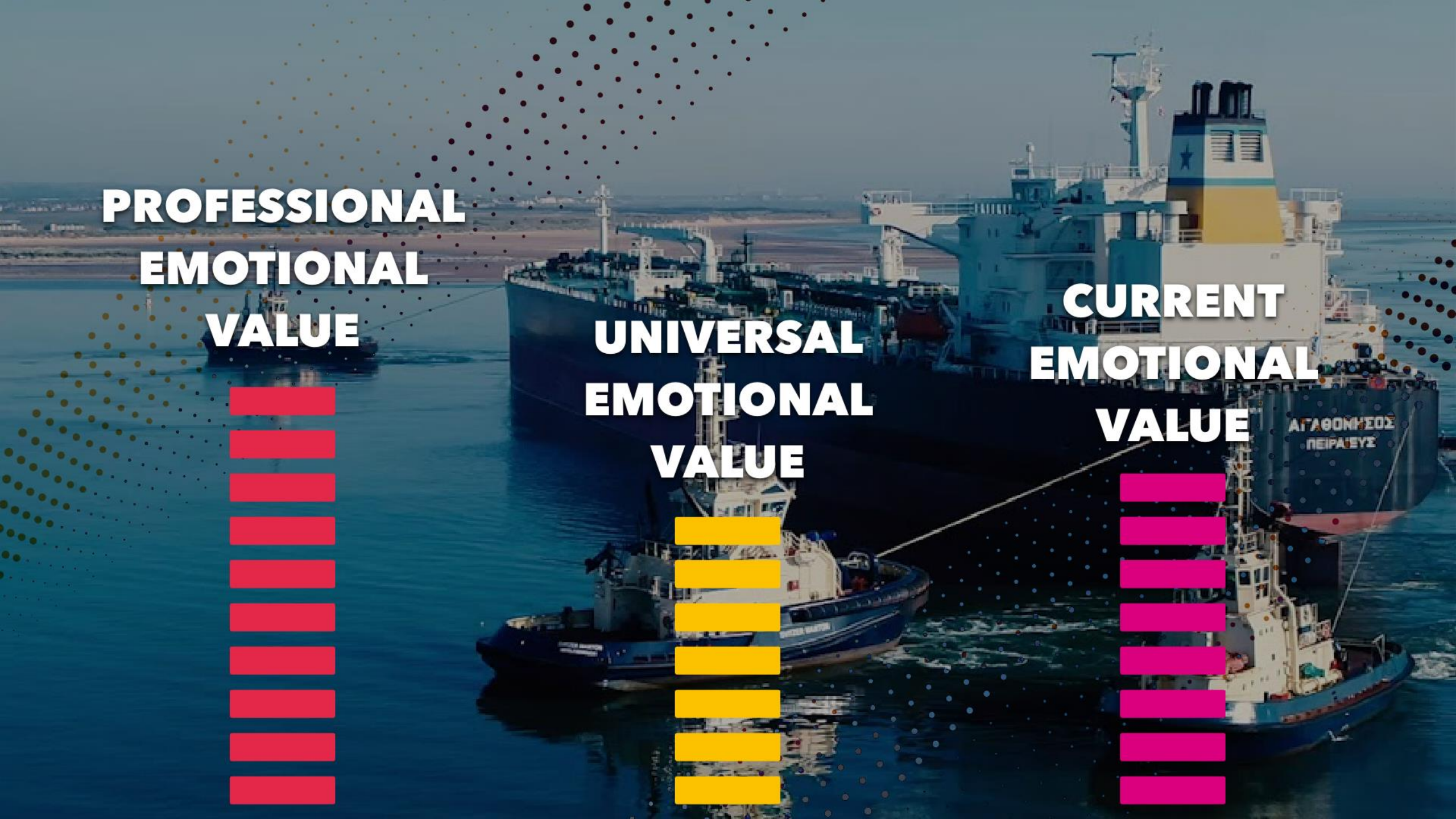
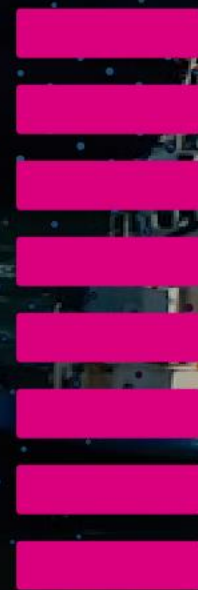
**PROFESSIONAL  
EMOTIONAL  
VALUE**



**UNIVERSAL  
EMOTIONAL  
VALUE**



**CURRENT  
EMOTIONAL  
VALUE**







## Discover Safetug

Highly complex and often in an important and complex position that require the ship's captain, big decisions and port operators to analyze and make their efforts - working as a cohesive unit.

Efficient and accurate to ensure it's all there. Port operators need high range and accuracy of navigational measurements, their ability to access to various information for their.

Safetug from the bridge provides a clear and more to ensure a more effective bridge experience. It provides operators visibility for all parties to make port approach, berthing and departure easier, safer and more efficient.

Be sure to see more for it. Safetug is available in multiple products in every stage of the process with the Safetug Dashboard.

- 1- INTRO
- 2- SAFETY
- 3- VESSEL
- 4- FEATURES
- 5- TUG
- 6- BENEFITS

[Caption Overview](#)
[View from Bridge](#)



## 360° Vessel Video

the pilot's perspective aboard the Alfa Romeo carrier in 360°.

08:37

09:09

## What is Safetug?

Safetug is a revolutionary software solution that enhances collaboration between tug skippers, the bridge team, pilot and port - creating safer, more efficient operations.

Utilizing the latest technology, Safetug improves the range and accuracy of navigational measurements, offering true 360° visibility and ensuring situational awareness in real time, to create a more effective piloting experience.

Hover over for more information about the software

Take a closer look at the Safetug interface

### Traditional Awareness

Building bridges between pilots and the bridge team. One pilot per vessel. Limited situational awareness and visibility through the water.

### Greater Efficiency

Clear sailing instructions. Efficient bridge work. Pilot and port. Safer. Better. More. More of your business. Better to have better to and working effectively public.

#### Take the Smarter Approach

Customer view, mobile on tablets and solutions for the water's edge with Safetug.

#### More Piloting and Navigation Solutions

Learn more about our range of piloting and navigation solutions.

- 1- INTRO
- 2- SAFETY
- 3- VESSEL
- 4- FEATURES
- 5- TUG
- 6- BENEFITS
- 7- CONTACT US
- 8- BLOG

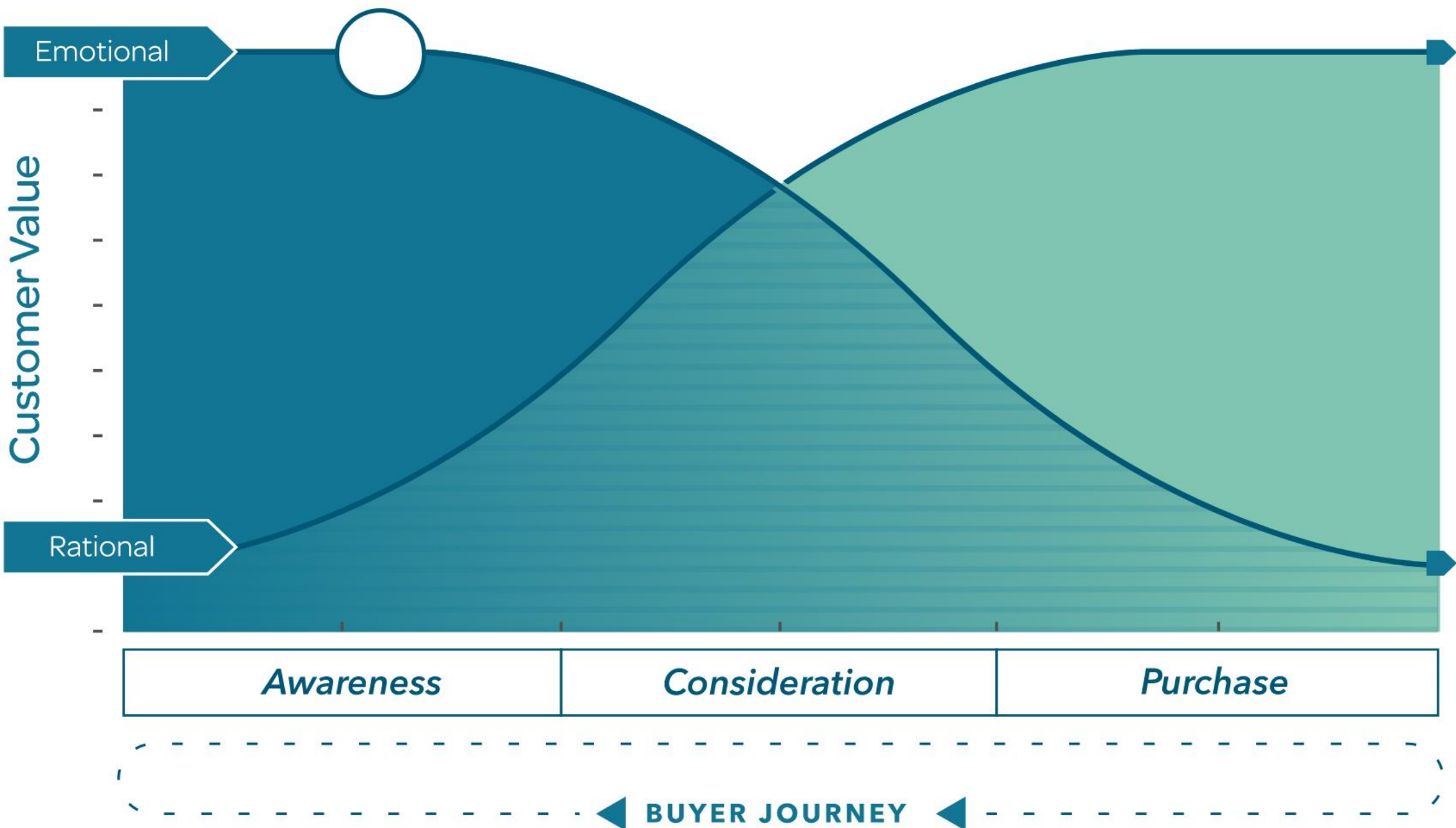
## Safetug In Action

At 244 meters long, 40 meters wide, and up to 17,000 tons of steel and carrying approximately \$45 million worth of cargo, the generalist of transporting the Alfa Romeo - the vessel is for - this ship, there is a lot to see.

Watch the video to see how Safetug helps to ensure this complex process, giving us some, who they and port operators the vital information in a critical moment they need to bring the bridge.

08:14





Emotional

Customer Value

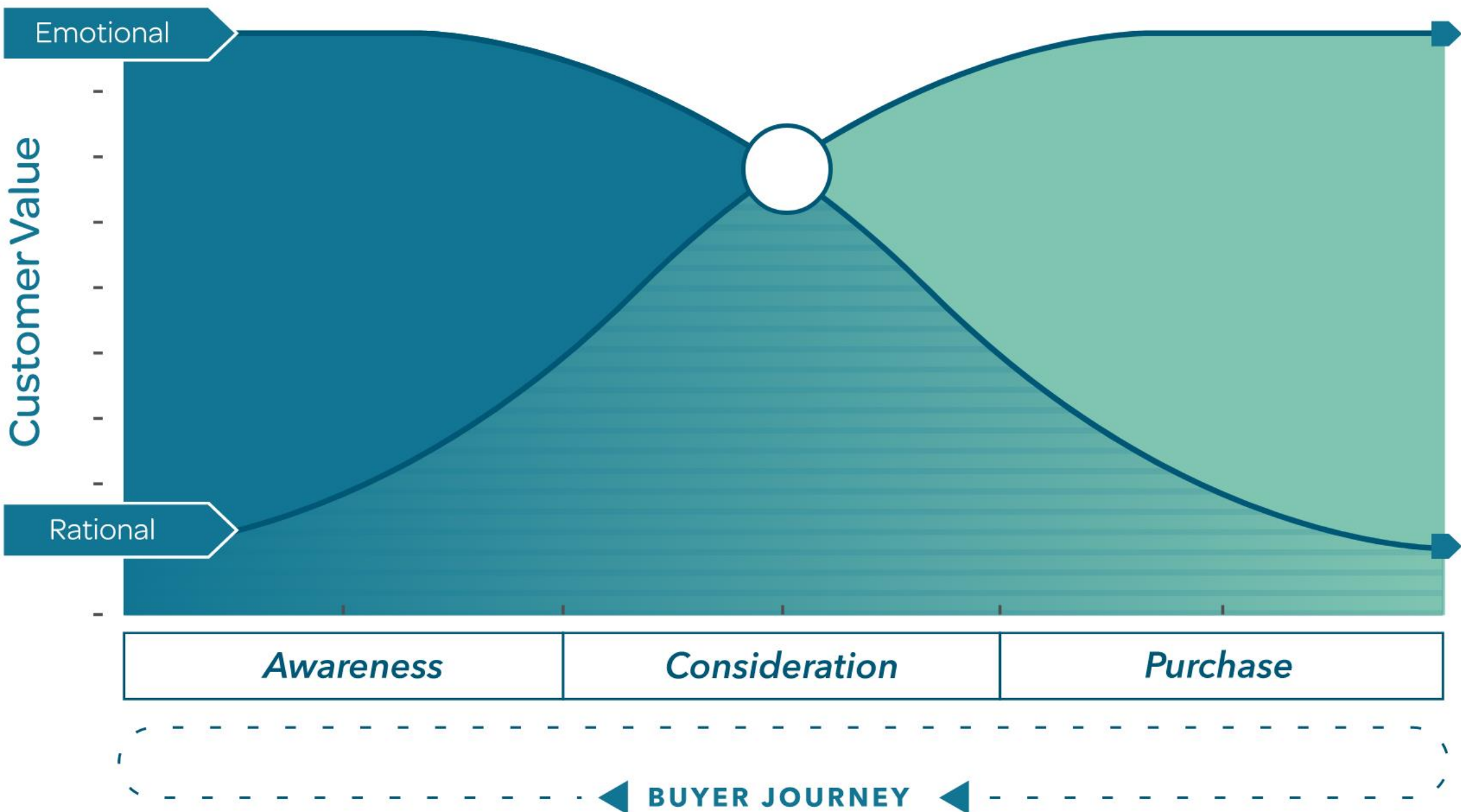
Rational

*Awareness*

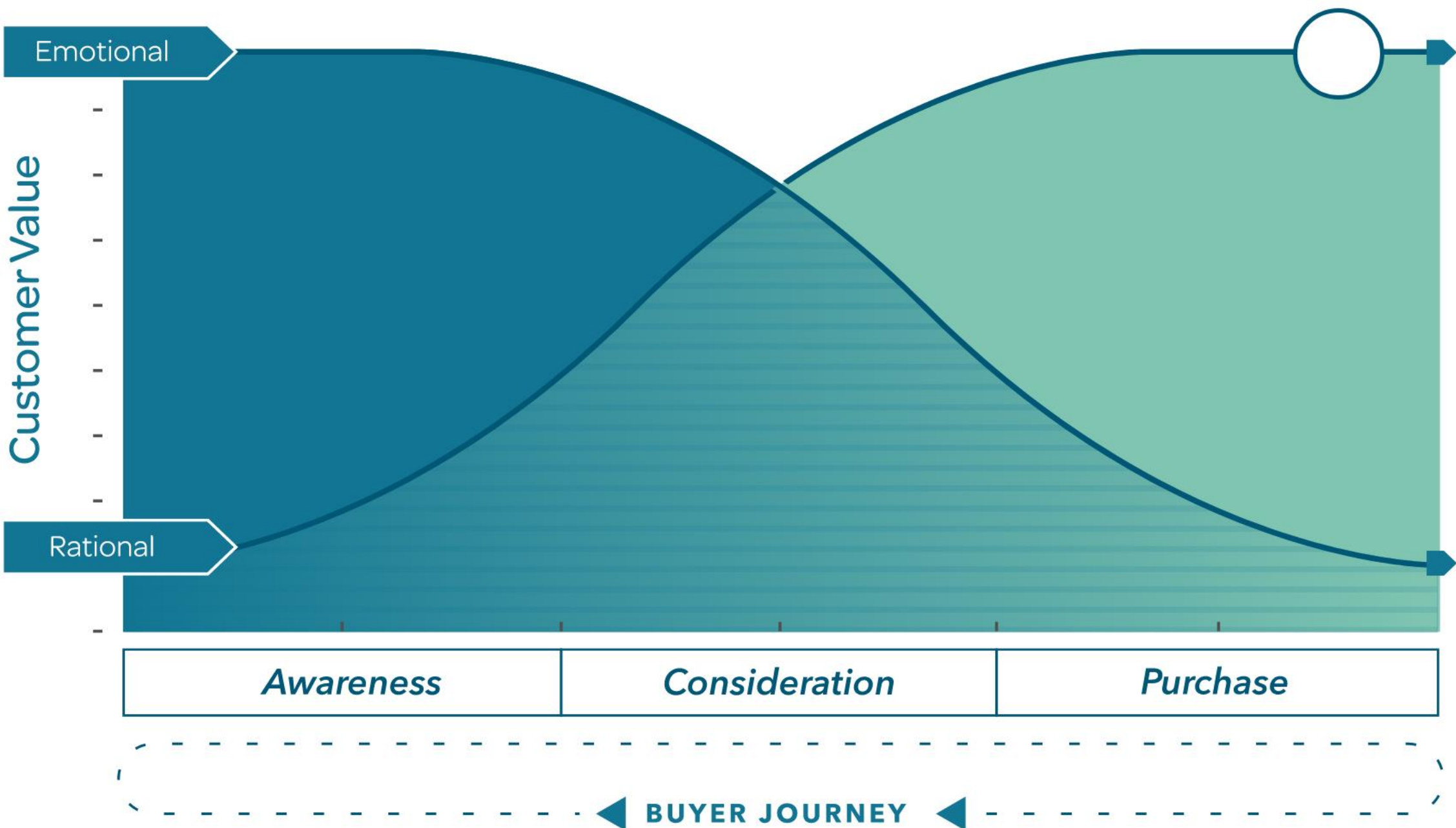
*Consideration*

*Purchase*

BUYER JOURNEY







Emotional

Customer Value

Rational

*Awareness*

*Consideration*

*Purchase*

BUYER JOURNEY



# BIG ONLY

# MONTAGE

# OF AWARDS





**MARTECH IS AN  
AMAZING POWERFUL THING**

**MARTECH IS AN  
EMPTY VESSEL**

**IDEAS WITH VALUE FILL  
THE VESSEL WITH RICHES**

**ENGAGED 25%+ OF THE TAM**

**DELIVERED A 44:1 ROI**

**800%+ INCREASE IN MQLS**

**\$6 MILLION IN  
SALES > X 2 INCREASE**



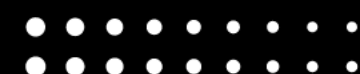
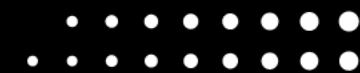


**PRODUCT  
PROVIDER**

**SOLUTIONS  
PROVIDER**

**BUSINESS  
ACCELERATOR**

IN SEARCH OF THE





BIRTH OF THE



EMOTIONALLY QUALIFIED LEAD





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# Thank you!



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Webb**

Chief Creative Officer  
at Stein IAS



**Tom  
Stein**

Chairman & Chief Client  
Officer at Stein IAS



**Richard  
Hepworth**

Business Unit President at  
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