



Developing a Mind-Set Framework for Increasing Exports of Brazil's Coffee Beans

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Abstract

This paper explores the potential of a mind-set framework to increase exports of Brazil's coffee beans. The paper introduces the notion of the "journey" in the mind of the exporter, showing the different stages of decision-making and action. The paper then introduces the potential of placing coffee bean exporters into a group of mind-sets, types of businesses and individuals with different patterns of how they deal with the world of coffee and coffee consumers. It begins by introducing the importance of the topic and the objectives of developing a personalized approach based on understanding coffee bean exporter mind-sets. Both the "journey" and the "mind-sets" were synthesized by AI, using a large language model (Claude). The process ends with a comprehensive analysis, focusing on a journey-stage table, a mind-set table, and a mapping of journey stages to mind-sets with suggested best words. A new product ideation table is provided, showcasing targeted product ideas for each mind-set. The paper then introduces assessment tools, the Coffee Bean Exporter Mind-Set Questionnaire (CBEMQ) and Coffee Bean Exporter Mind-Set Interview (CBEMI). The discussion examines the implications of using the mind-set framework for managing coffee bean exports, and the conclusion summarizes the key benefits and potential impact.

Keywords: AI-generated, Brazil coffee beans, coffee bean exports, journey stages, Mind Genomics, mind-set framework

Abbreviations: AI: artificial intelligence; B2B: business-to-business; CBEMI: Coffee Bean Exporter Mind-Set Interview;

CBEMQ: Coffee Bean Exporter Mind-Set Questionnaire;
LLM: large language model

Introduction

Brazil is the world's largest coffee producer and exporter, accounting for approximately one-third of the global coffee production [1]. The coffee industry plays a significant role in Brazil's economy, generating employment and revenue for the country [2]. Understanding the mind-sets of coffee bean exporters may help develop personalization strategies to increase exports and strengthen Brazil's position in the global coffee market.

This paper creates a template for business-to-business (B2B) strategies, where the purchase decision is based upon the "tastes" of the consumer, and in turn the "tastes" of the buyer. The B2B approach presented here emerged from explorations in the world of sales, where the product being sold to consumers was accompanied by significant advertising research and expenditures. The question arose whether one could use the same knowledge-based approach in the sales of a basic product, coffee, just as the knowledge is used to sell the product to the ultimate customer.

A fundamental idea underlying the efforts to be presented here is that of the mind-set. An example of a group of mind-sets might be the way people shop for food, with some individuals focusing on taste preferences, others focusing on nutrition, others focusing on price, and so forth [3]. These mind-sets emerge from simple experiments, where people evaluate

different combinations of messages, ideas, with these combinations mixing together ideas about the food according to a so-called experimental design, which dictates which combinations are to be seen by which people [4]. A person who rates a set of these combinations does not really “know” the underlying structure, and simply responds almost automatically. The analysis reveals which type of message drives the rating. This approach discovers these mind-sets at the basic, granular level, from the “bottom up.” The exercise reveals what type of messages will most appeal to each mind-set.

Previous papers introduced the notion of using artificial intelligence, specifically LLMs (large language models) to synthesize a “journey,” then to postulate the existence of mind-sets, and finally to expand the synthesis of the journey so that it can deal with these mind-sets [5]. Mind-sets are groups of individuals or really groups of ideas, different from each other, which represent alternative, interpretable, and meaningful ways of dealing with something in one’s everyday life [6].

The opportunity driving the creation of this paper was the realization that in any of the B2B situations, the decisions made were made on the basis of emotional responses. That is, an increasing literature, as well as everyday life, continues to reinforce the fact that many decisions are made based upon a combination of the facts present and the emotional response to those facts [7]. People are not computers which weigh alternatives without emotion. The way offers are framed, the language used, the people involved, and the emotional dynamics all play a part in this supposed “objective” business decision [8].

Method

Following the previous efforts in the world of patients (e.g., the patient journey for an illness, leukemia), we created a mind-set framework for coffee bean exporters, one that can be used to create targeted strategies for increasing exports. The mind-sets, journeys, suggested words, and tools presented in this report are AI-generated, referencing the work of Rappaport and Moskowitz [9]. This AI-prepared template serves as a conceptual model, requiring empirical validation through empirical research.

The AI analyzed and synthesized its trained dataset to identify themes, attitudes, emotions, and behaviors for different subject segments. It is important to note that the mind-sets were not derived from external sources like research studies but were generated by the AI itself.

Each mind-set aims to capture distinct subject experiences and is designed to be mutually exclusive and collectively exhaustive of all possible subject experiences. The journey stages represent a conceptual model of possible subject stages based on the AI training data.

Results

Creating a Framework for Coffee Exporters — The Notion of a “Journey”

Today’s world continues to recognize the reality that decisions are not made in their entirety at one time. Rather, one of today’s “memes” is the notion of a “journey.” The journey is one of coming to the final or structure through a series of stages. Perhaps one the oldest uses of the idea of “journey” comes from the travels of Abraham in Genesis, where Abraham was ordered to leave the home of his father, and wander, under the direction of God. The idea of journey there was the maturation of Abraham in his beliefs. The idea of a journey is an attractive metaphor, allowing one to imagine the different stage in that journey, and for each stage investigate various aspects, such as the manifestations of that step in the journey, what the person might be thinking, and so forth.

In this spirit of journey, Table 1 presents the AI-generated journey stages for coffee bean exporters, along with brief descriptions and typical durations for each stage. The breakdown of stages comprehensively captures possible experiences, from the initial planning and preparation to the final delivery and follow-up. By understanding these stages, exporters can develop targeted strategies to support their clients throughout the export process. Once again it is important to keep in mind that the metaphor of journey makes the problem manageable by cutting the journey into smaller, more coherent “stages.”

Table 1: Journey stages for coffee bean exporters

Journey Number & Stage Name	Brief Description	Typical Duration
1. Planning and Preparation	Exporter assesses market demand, identifies potential buyers, and prepares documentation	2-4 weeks
2. Harvest and Processing	Coffee beans are harvested, processed, and quality-checked to meet export standards	4-8 weeks
3. Logistics and Shipping	Exporter arranges transportation, handles customs clearance, and monitors shipment progress	2-6 weeks
4. Delivery and Follow-up	Coffee beans are delivered to the buyer, and the exporter follows up to ensure satisfaction	1-2 weeks

Mind-Sets of the Coffee Bean Exporter

During the preceding decades, businesses have come to realize that the difference among their customers is not really a difference in *who the people are*, but rather in *how they think*. One can have two homes with the precisely same demographic patterns, but with radically different ways of thinking about products, and therefore radically different purchasing patterns.

The notion of geo-demographic determinants of purchase has been inexorably shifted and downplayed since its introduction by William Wells [10]. For many years, Wells' thinking about psychographics has been expanded and embodied in large-scale psychographics studies, such as that called PRIZM by Claritas [11]. The undergirding principle is that the world comprises a large number of these mind-sets, 63 for the case of PRIZM. It is the task of the researcher to fit a topic to a set of PRIZM mind-sets. That strategy is "top-down," viz., *have mind-sets, will assign to a problem*.

The approach here differs, working from the "bottom up" rather than from the top-down. The basis of the analysis comes from the emerging science of Mind Genomics [12-14]. Rather than positing that there exists a large number of high-level mind-sets, Mind Genomics works at the level of the granular, looking for mind-sets relevant to the topic. Here, mind-sets are those relevant to coffee exporters. We are going to follow that approach as we explore the mind-sets. This time, however, besides working from the bottom-up at the granular level, we are going to create the mind-sets by explaining the problem to AI, and having AI suggest the mind-sets.

Table 2 presents the mind-sets as suggested by AI. Keep in mind that AI was told that these are mind-sets of coffee exporters in Brazil. Each mind-set is accompanied by AI-generated descriptions, emotional responses, behaviors, and non-verbal cues that might be exhibited in a meeting. This breakdown attempts to take into account the diverse perspectives, motivations, and challenges faced by coffee bean exporters.

Table 2: Four mind-sets for coffee bean exporters

Mind-set Number & Name	Description	Emotional Responses	Behaviors	Non-verbal Cues in a Meeting
1. Quality-Focused Mind-set	Prioritizes producing and delivering the highest quality coffee beans	Pride, satisfaction, frustration with lower quality	Meticulous attention to detail, investment in quality control	Confident posture, eye contact, nodding
2. Efficiency-Driven Mind-set	Focuses on streamlining processes and minimizing costs	Stress, relief, impatience with delays	Constant monitoring of timelines, seeking ways to optimize	Brisk movements, checking watch, furrowed brow
3. Relationship-Oriented Mind-set	Values building strong, long-term relationships with buyers and partners	Enthusiasm, empathy, disappointment with lost connections	Frequent communication, active listening, personalized approach	Warm smile, open body language, leaning in
4. Innovation-Seeking Mind-set	Actively explores new technologies, methods, and markets to stay ahead	Excitement, curiosity, boredom with status quo	Attending industry events, experimenting with new techniques	Animated gestures, bright eyes, taking notes

Table 3 combines the journey and the mind-set. To make the combination easier to understand, the AI was instructed to suggest words which would resonate with the mind-set at the specific stage of the journey. The mapping helps identify the most relevant and persuasive language to use when communicating with coffee bean exporters, depending on their

current journey stage and dominant mind-set. Prior to using the information in Table 3, it might be a judicious test to study the combinations, in order to get a sense as to whether the combinations make intuitive sense. The answer from the authors is, of course, yes, but they are prejudiced because this table is their creation, or co-creation with AI.

Table 3: Journey Stage and Mind-set Mapping

Journey Stage / Mind-set	1. Quality-Focused	2. Efficiency-Driven	3. Relationship-Oriented	4. Innovation-Seeking
1. Planning and Preparation	Premium, excellence, standards	Optimize, streamline, cost-effective	Collaboration, partnership, trust	Cutting-edge, innovative, pioneering
2. Harvest and Processing	Selective, meticulous, superior	Time-saving, lean, automation	Artisanal, handcrafted, sustainable	State-of-the-art, experimental, inventive
3. Logistics and Shipping	Secure, reliable, pristine	Efficient, swift, seamless	Personalized, attentive, responsive	GPS-tracked, real-time, eco-friendly
4. Delivery and Follow-up	Satisfaction, refinement, distinction	Punctual, hassle-free, economical	Relationship-building, loyalty, feedback	Trendsetting, groundbreaking, memorable

Understanding the Exporter Mind-Set and Assigning a New Person to a Mind-Set

A continuing opportunity is the ability to assign a new individual to a specific mind-set. Once the person is assigned to the mind-set, it becomes easier to send them the right messages, or talk to them about the topics appropriate to them. In the world of consumer research, knowing the mind-set of a specific respondent without necessarily knowing anything is still quite powerful. All one has to do is know the mind-set to which a

person belongs, and with that superficial knowledge, it will be possible to send information which delights this mind-set but may irritate everyone else.

The Coffee Bean Exporter Mind-Set Interview (CBEMI) is a semi-structured interview designed to gain deeper insights into exporters' mind-sets. The professional asks sample questions for each mind-set, records responses, keywords, and non-verbal cues. Table 4 shows the interview guide.

Table 4: Coffee Bean Exporter Mind-Set Interview (CBEMI)

Mind-set Number & Name	Sample Question	Sample Response	Keywords	Non-verbal Cues
1. Quality-Focused Mind-set	What steps do you take to ensure the highest quality of your coffee beans?	I have a rigorous quality control process, from selective harvesting to meticulous processing and packaging.	Premium, excellence, standards	Confident posture, eye contact, nodding
2. Efficiency-Driven Mind-set	How do you optimize your export process to minimize costs and maximize efficiency?	I continuously analyze my supply chain to identify bottlenecks and implement lean practices.	Optimize, streamline, cost-effective	Brisk movements, checking watch, furrowed brow
3. Relationship-Oriented Mind-set	How do you build and maintain strong relationships with your buyers?	I prioritize open communication, active listening, and providing personalized service to my buyers.	Collaboration, partnership, trust	Warm smile, open body language, leaning in
4. Innovation-Seeking Mind-set	What new technologies or methods have you recently adopted to improve your coffee exports?	I've invested in GPS tracking for my shipments and experimented with new eco-friendly packaging materials.	Cutting-edge, innovative, pioneering	Animated gestures, bright eyes, taking notes

The Coffee Bean Exporter Mind-Set Questionnaire (CBEMQ) is a self-report tool that helps identify an exporter's dominant mind-set by having them rank pairs of mind-set statements from "Most Like Me" to "Least Like Me." The two statements were chosen to ensure that the message would be

clear. One statement might be effective; three similar statements would certainly be more effective. As of this writing, the self-profiling questionnaire seems adequate and sufficiently robust (see Table 5).

Table 5: Coffee Bean Exporter Mind-Set Questionnaire (CBEMQ)

Mind-set Number & Name	Statement 1	Statement 2	Rank (1-4)
1. Quality-Focused Mind-set	I always prioritize delivering the highest quality coffee beans.	I take pride in the excellence of my coffee beans.	
2. Efficiency-Driven Mind-set	I constantly seek ways to optimize processes and minimize costs.	I focus on streamlining the export process for maximum efficiency.	
3. Relationship-Oriented Mind-set	Building strong, long-term relationships with buyers is my top priority.	I believe in the power of collaboration and partnership in the coffee industry.	
4. Innovation-Seeking Mind-set	I actively explore new technologies and methods to stay ahead in the market.	I'm always on the lookout for innovative ways to improve my coffee exports.	

New Product Ideation

The original work dealing with "journeys" involved medical issues [15]. With the extension of the AI-driven creation of journeys and mind-sets, the opportunity emerged to create new consumer products. Table 6 presents targeted

product ideas for each identified coffee bean exporter mind-set segment, again developed by AI. The interesting possibility is that the AI may be programmed to provide more than one product, and in turn, the AI may become a source of innovation ideas.

Table 6: AI-suggested new products for the coffee exporter

Mind-set Number & Name	Description	Uniqueness	Benefits	Sales Potential	Motivating Words
1. Quality-Focused Mind-set	Bulk coffee bean packaging with optimized logistics solutions	Streamlined supply chain, cost-effective packaging materials	Reduced costs, faster delivery times, improved margins	High, due to cost savings and increased competitiveness	Optimized, streamlined, cost-effective
2. Efficiency-Driven Mind-set	Customizable coffee bean blends tailored to individual buyer preferences	Personalized blends created in collaboration with buyers	Strengthened buyer relationships, increased loyalty and retention	Moderate, due to niche appeal and higher engagement	Collaborative, personalized, tailored
3. Relationship-Oriented Mind-set	Sustainable, traceable coffee beans with innovative processing techniques	Eco-friendly practices, blockchain-based traceability, experimental fermentation methods	Differentiation, appeal to socially conscious buyers, unique flavor profiles	Moderate to high, depending on market trends and buyer values	Pioneering, cutting-edge, sustainable
4. Innovation-Seeking Mind-set	Bulk coffee bean packaging with optimized logistics solutions	Streamlined supply chain, cost-effective packaging materials	Reduced costs, faster delivery times, improved margins	High, due to cost savings and increased competitiveness	Optimized, streamlined, cost-effective

Advertising to the Mind-Sets and to Their Consumers

A continuing issue is sending the right message to the right person. The mind-sets give an idea of the differences among the

four mind-sets, but what are some “slogans” that could be used to interest these mind-sets in further explorations and efforts? Table 7 shows six advertising slogans created by AI for each mind-set. These might be offered to exporters for their own use.

Table 7: Advertising slogans created by AI for each mind-set

1. Quality-Focused	2. Efficiency-Driven	3. Relationship-Oriented	4. Innovation-Seeking
Excellence in Every Cup	Streamlined for Success	Connecting the World, One Bean at a Time	Pioneering the Future of Coffee
Crafting Perfection, One Bean at a Time	Maximizing Value, Minimizing Waste	Building Bonds Through Beans	Innovating Your Coffee Experience
Elevating Your Coffee Experience	Efficiency at Every Step	Friendship Brewed in Every Cup	Leading the Way in Coffee Technology
Uncompromising Quality, Unforgettable Taste	Time is Money, We Save You Both	Your Partner in Coffee Success	Where Tradition Meets Innovation
Where Passion Meets Precision	Your Fast Track to Quality	Coffee, Conversation, Connection	Exploring New Horizons in Coffee
From Farm to Cup, Only the Best	Coffee Speeding Up Your Coffee Supply Chain	Beyond Business, Building Relationships	Revolutionizing Coffee, One Idea at a Time

Business Issues and AI

The final set of explorations was done by giving AI the information about each mind-set shown in Table 2, and then asking the AI program to answer specific business questions. Table 8 shows the answers to the question: *How do we foster a culture of innovation in our company?* Table 9 shows the

answers to the question: *How do we create new, innovative products?* Table 10 shows the answers to the question: *How can we recognize and reward employees for their creative contribution to innovation?* Table 11 shows the answers to the question: *How do we validate employee’s effort in pushing boundaries and exploring new ideas and techniques?*

Table 8: Mind-set direction regarding “How do we foster a culture of innovation in our company?” All information comes from AI.

HOW DO WE FOSTER A CULTURE OF INNOVATION IN OUR COMPANY?
<p>Quality-Focused Mind-Set: To foster a culture of innovation within our company, we prioritize investing in research and development to constantly improve the quality of our coffee beans. Employees in the Quality-Focused Mind-Set can be encouraged to continue seeking out new ideas and experimenting with new techniques by emphasizing the importance of staying ahead in the competitive coffee industry. It is crucial to highlight the benefits of being a trailblazer in terms of innovation and market trends. Providing opportunities for training and professional development in cutting-edge technologies and methods can also motivate employees to continuously seek out new ideas. Recognizing and rewarding innovative approaches and successful experiments can further incentivize employees to push boundaries and think outside the box. Additionally, creating a culture that values experimentation and learning from failure rather than punishing mistakes can foster a mind-set of continuous improvement.</p> <p>Efficiency-Driven Mind-Set: To foster a culture of innovation within our company, we focus on streamlining processes and minimizing costs by constantly seeking ways to optimize our operations. To encourage employees in the Efficiency-Driven Mind-Set to continue seeking out new ideas and experimenting with new techniques, it is important to help them understand the potential benefits of innovation in terms of streamlining processes and minimizing costs. Providing a platform for employees to share their ideas and suggestions for improvement can empower them to think creatively and propose new techniques. Offering incentives such as bonuses or recognition for successful implementation of innovative ideas can motivate employees to proactively seek out new</p>

ways to optimize their work. Additionally, fostering a culture of continuous improvement and encouraging open communication can create a supportive environment where employees feel comfortable experimenting with new techniques.

Relationship-Oriented Mind-Set: To foster a culture of innovation within our company, we prioritize building strong, long-term relationships with buyers and partners. Employees in the Relationship-Oriented Mind-Set can be encouraged to continue seeking out new ideas and experimenting with new techniques by highlighting the importance of innovation in building strong, long-term relationships with buyers and partners. Emphasizing how staying ahead of market trends and technology can benefit their relationships can motivate employees to seek out new ideas. Providing training and resources on effective communication and networking can help employees develop the skills needed to foster meaningful connections with key partners. Encouraging employees to attend industry events and participate in networking opportunities can also expose them to new ideas and techniques that they can bring back to the company. Recognizing and rewarding employees who successfully implement innovative approaches in their relationship-building efforts can further incentivize a mind-set of continuous improvement.

Innovation-Seeking Mind-Set: To foster a culture of innovation within our company, we actively explore new technologies, methods, and markets to stay ahead of the curve. Employees in the Innovation-Seeking Mind-Set are already predisposed to seeking out new ideas and experimenting with new techniques, but they can be further encouraged by providing them with opportunities for professional development and training in cutting-edge technologies and methods. Offering a platform for employees to showcase their innovative ideas and experiments can help validate their efforts and encourage them to continue pushing boundaries. Creating a culture that values and rewards innovation can motivate employees to continue seeking out new ideas and experimenting with new techniques. Providing resources and support for employees to explore new markets and technologies can also fuel their curiosity and drive to stay ahead. Recognizing and celebrating employees who demonstrate a commitment to innovation can further incentivize a mind-set of continuous improvement.

Table 9: Mind-set direction regarding “How can we create innovative products?” All information comes from AI.

HOW CAN WE CREATE INNOVATIVE PRODUCTS?

Quality-Focused Mind-Set: By understanding the meticulous attention to detail and investment in quality control that quality-focused coffee exporters in Brazil prioritize, product developers can create innovative products and services that emphasize superior quality and taste. This could involve sourcing premium coffee beans from specific regions known for their exceptional flavor profiles or implementing rigorous quality control measures throughout the production process. Additionally, focusing on delivering a consistent and top-quality product can help cater to the pride and satisfaction that quality-focused exporters seek.

Efficiency-Driven Mind-Set: For efficiency-driven coffee exporters in Brazil, product developers can focus on creating innovative solutions that streamline processes and minimize costs. This could involve developing tools or technologies that automate repetitive tasks, optimize supply chain logistics, or enhance production efficiency. By understanding the stress and impatience with delays that efficiency-driven exporters experience, product developers can tailor their offerings to meet these specific needs and preferences, ultimately helping exporters maximize their productivity and profitability.

Relationship-Oriented Mind-Set: To cater to the relationship-oriented mind-set of coffee exporters in Brazil, product developers can focus on creating innovative products and services that strengthen and nurture long-term partnerships with buyers and partners. This could involve implementing customer relationship management systems, providing personalized support and communication channels, or offering exclusive perks and benefits to valued customers. By understanding the importance of building strong relationships to relationship-oriented exporters, product developers can design offerings that cater to their enthusiasm and empathy, ultimately fostering loyalty and trust.

Innovation-Seeking Mind-Set: By understanding the excitement and curiosity that innovation-seeking coffee exporters in Brazil experience, product developers can focus on creating cutting-edge products and services that leverage new technologies, methods, and markets. This could involve collaborating with research institutions or industry experts to explore emerging trends and opportunities, investing in research and development initiatives, or participating in innovation forums and events. By staying ahead of the curve and continuously experimenting with new techniques, product developers can cater to the innovation-seeking mind-set of exporters and help them differentiate themselves in the competitive coffee market.

Table 10: Mind-set direction regarding “How can we recognize and reward employees for their creative contribution to innovation?” All information comes from AI.

HOW CAN WE RECOGNIZE AND REWARD EMPLOYEES FOR THEIR CREATIVE CONTRIBUTION TO INNOVATION?

Quality-Focused Mind-Set: In order to recognize and reward employees for their creative contributions to innovation within the Quality-Focused Mind-Set, the company can implement quality assurance programs that highlight and reward employees who consistently produce high-quality coffee beans. Recognition can also be given through awards or incentives for employees who consistently contribute new ideas or improvements to the quality control processes. Additionally, employees can be recognized and rewarded for their innovation by being given opportunities to attend industry events or training sessions focused on advancements in coffee production.

Efficiency-Driven Mind-Set: To recognize and reward employees for their creative contributions to innovation within the Efficiency-Driven Mind-Set, the company can implement efficiency improvement programs that highlight and reward employees who are able to streamline processes and minimize costs effectively. Recognition can also be given through incentives or bonuses for employees who consistently meet or exceed efficiency targets. Additionally, employees can be recognized and rewarded for their innovation by being given opportunities for career advancement or additional responsibilities based on their contributions to improving efficiency.

Relationship-Oriented Mind-Set: In order to recognize and reward employees for their creative contributions to innovation within the Relationship-Oriented Mind-Set, the company can implement relationship-building programs that highlight and reward employees who excel in building strong, long-term relationships with buyers and partners. Recognition can also be given through praise or acknowledgment for employees who go above and beyond to maintain and strengthen connections with key stakeholders. Additionally, employees can be recognized and rewarded for their innovation by being given opportunities to lead collaborative projects or initiatives that focus on strengthening relationships with external partners.

Innovation-Seeking Mind-Set: To recognize and reward employees for their creative contributions to innovation within the Innovation-Seeking Mind-Set, the company can implement innovation incentive programs that highlight and reward employees who actively explore new technologies, methods, and markets to stay ahead. Recognition can also be given through special projects or assignments for employees who consistently contribute innovative ideas or solutions to company challenges. Additionally, employees can be recognized and rewarded for their innovation by being given opportunities to participate in innovation workshops or training sessions to further develop their skills and knowledge in this area.

Table 11: Mind-set direction regarding “How do we validate employees’ efforts in pushing boundaries and exploring new ideas and techniques?” All information comes from AI.

HOW DO WE VALIDATE EMPLOYEES’ EFFORTS IN PUSHING BOUNDARIES AND EXPLORING NEW IDEAS AND TECHNIQUES?

Quality-Focused Mind-Set: A company can validate employees’ efforts in pushing boundaries and exploring new ideas and techniques by recognizing and rewarding exceptional quality achievements. This could include bonuses, awards, or public recognition for those who consistently produce superior coffee beans. Additionally, providing opportunities for professional development and training in cutting-edge quality control methods can show support for employees’ efforts to innovate. Regular feedback and praise from management can also reinforce the importance of maintaining a high standard of quality in the company’s products.

Efficiency-Driven Mind-Set: One way a company can validate employees’ efforts in pushing boundaries and exploring new ideas and techniques is by setting clear performance goals and offering incentives for achieving them. Recognizing and rewarding employees who find ways to streamline processes and minimize costs can motivate others to do the same. Providing access to resources, such as technology or training programs, which can help employees improve efficiency can also show support for their innovative efforts. Regularly reviewing performance metrics and providing constructive feedback can help employees see the value of their contributions to the company’s success.

Relationship-Oriented Mind-Set: A company can validate employees’ efforts in pushing boundaries and exploring new ideas and techniques by fostering a culture of collaboration and teamwork. Recognizing and rewarding employees who build strong, long-term relationships with buyers and partners can reinforce the importance of these connections to the company’s success. Providing opportunities for networking and relationship-building, such as industry events or training programs, can show support for employees’

efforts to innovate in their interactions with others. Encouraging open communication and feedback between employees and management can help strengthen relationships within the company and demonstrate the value of building trust and rapport with others.

Innovation-Seeking Mind-Set: One way a company can validate employees' efforts in pushing boundaries and exploring new ideas and techniques is by creating a culture that values and rewards innovation. Recognizing and rewarding employees who actively explore new technologies, methods, and markets can inspire others to do the same. Providing opportunities for brainstorming sessions, workshops, or hackathons can encourage employees to share their ideas and collaborate on innovative projects. Encouraging experimentation and risk-taking, while also providing support and guidance, can help employees feel empowered to push boundaries and explore new possibilities. Regularly showcasing and celebrating successful innovations can also reinforce the company's commitment to fostering a culture of creativity and growth.

Discussion and Conclusions

By understanding the diverse mind-sets of coffee bean exporters, professionals can develop targeted strategies and personalized approaches to support their clients throughout the export journey. The New Product Ideation table demonstrates how the mind-set framework can be applied to create specialized product offerings which appeal to segments. By tailoring products and services to the unique needs and preferences of each mind-set, exporters can enhance customer satisfaction and potentially increase sales.

The assessment tools, CBEMQ and CBEMI, provide valuable means for identifying and gaining deeper insights into coffee bean exporters' mind-sets. These tools can be further developed into digital formats, allowing for more efficient and widespread application of the mind-set framework.

As the mind-sets and journey stages were created based on the AI's training data rather than empirical research, they require validation through real-world studies. Future research should focus on conducting interviews and surveys to confirm the relevance and promise of the AI-generated structure, journey stages, mind-sets, and product/service opportunities.

The mind-set framework for increasing exports of Brazil's coffee beans offers a valuable approach for understanding and catering to the diverse needs of coffee bean exporters. By identifying and addressing the specific mind-sets of exporters, professionals can develop personalized strategies and products that enhance customer satisfaction and potentially boost exports.

The AI-generated mind-sets, journey stages, and assessment tools provide a solid foundation for further research and development. Whereas the framework requires empirical validation, it serves as an inspiring template for exploring the complex dynamics of the coffee export industry and creating innovative solutions to support Brazil's position as a global leader in coffee production and export.

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Disclaimer

The mind-sets, journey stages, best words, tools, and tables were AI-generated from the most recent training set available for Anthropic's Claude AI. This report is intended as a demonstration for educational purposes only and to possibly serve as inspiration for real-world research study for testing the ideas within. The report does not provide factual subject guidance.

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