

The Power of Moments

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We all have defining moments in our lives-and meaningful memories that stand out in our memory.

Many of these owe a great deal to pure chance.

Defining moments shape our lives, but we don't have to wait for them to happen. We can be authors of them

When we assess our experiences , we don't analyze it by the minute, we tend to remember the flagship moments, the peaks, the pits, and the transitions.

This insight is critical for anyone in the services business where customer experience is key.

Defining moments rise above the everyday

**Defining moments rewrite our
understanding of ourselves**

**Defining moments capture us at our
best-moments of achievement, moments of
courage.**

**Defining moments are social-weddings,
graduations, baptisms, vacations, speeches,
work triumphs etc.**

**We will explore three situations –
transitions, milestones and pits**

**Transitions are natural defining moments,
getting married, first day at work etc.**

**People remember their 18 th, 21 st, 30 th,
40 th, 50 th, 60 th and 100 birthdays.**

18 and 21 have licenses, voting, marriage age etc. attached, the other s are purely arbitrary moments.

Companies have their own moments they create – 5 years, ten years , twenty years etc.

Pits need to be filled.

Almost 25 % of the positive encounters listed by consumers were actually employees responses to service failures.

Business leaders who can spot their customers moments of dissatisfaction and vulnerability can easily beat their competitors

Transitions should be marked, milestones commemorated and pits filled

**Transitions are first day at school,
promotions or the end of projects**

**Milestones are retirements, unheralded
achievements**

Pits are dealing with negative feedback, loss of loved ones, loss of a customer

Moments of elevation are experiences that rise above the ordinary, times to be savored

**Can we elevate moments of elevation, can
we make the peak, peakier?**

To create a positive experience, you need a pleasant surprise, not just doing the basics right.

**You build peaks by creating a positive
moment with elements of
elevation,insight,pride and or connection**

Southwest flight attendants make funny jokes about regular security announcements. The value of this peak is \$140 mln per annum amongst flyers who remember the witty announcement.

Other people prod us to stretch, whether a personal trainer, coach or mentor

**A mentor' push leads to a stretch, which
creates a moment of self-insight.**

The importance of recognition to employees is inarguable, recognition is a universal expectation, but not an universal practice.

**Hitting a milestone sparks pride, it should
spark celebration and a moment of
elevation**

Courage is contagious, our moments of action can be a defining moment for others.

**Purpose is contributing to others or a team
and passion is a sense of enthusiasm about
your own work.**

**In every research , purpose trumps passion
!!, Yet most commencement speech makers
ask the students to pursue their passion !!**

