



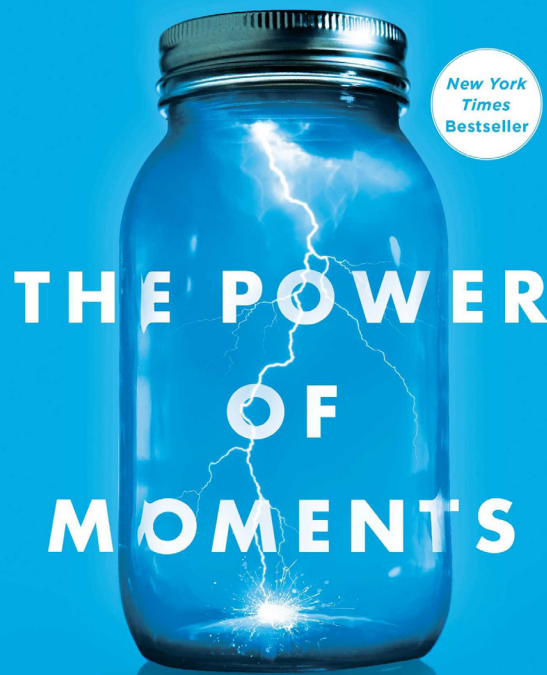
FIVE FOUR
BATTLE FOR BETTER BUSINESS

The Power of Moments

BY CHIP HEATH & DAN HEATH

ACTION BOOKLET

Why Certain Experiences Have Extraordinary Impact



CHIP HEATH & DAN HEATH
The bestselling authors of *SWITCH* and *MADE TO STICK*

Name:

Date:

INTRODUCTION

Welcome to the Action Booklet for the fourth month of the Team Improvement Rewards Program! (TIRP) In the first three months, we looked at culture, goal-setting and mindset. Now, we're ready to dig in on experience design. There are many great books that highlight different aspects of the experience economy; books that have built on the foundation set by Joe Pine and Jim Gilmore and their book, *The Experience Economy*. But our first book on experiences comes from Chip & Dan Heath, because it's so accessible and it gives a solid formula for designing your own experiences.

But this book alone won't turn you into an experience designer. The purpose of knowledge is action. Reading a book, even a great book, on experiences does no good if you don't act on what you learned. This Action Booklet will guide you through the fourth month of your TIRP, teaching you how to identify and create defining moments.

PROCESS

1. Complete Page 3 of this Action Booklet

2. Read *The Power of Moments*

3. Complete the Test on Magnus

4. Fill out the rest of this booklet

5. Meet with your manager to discuss your learning

6. Take action on the things discussed in this booklet

7. Be ready to identify and create defining moments!

PRE-ASSESSMENT

Everyone comes to a text from a different starting point. So, before we read, let's identify some defining moments in your life. Please answer the following questions and complete the following actions before reading *The Power of Moments*.

Think of the 2-3 biggest events in your life (graduation, sports championship, marriage, childbirth, etc.) What do you remember about them? Do you find yourself playing back the entire experience? Or, do you remember a few moments?

Think of a recent purchase you made where the service you received heightened the experience, either good or bad. What about that service made your experience better or worse? What can you take from it to serve your customers better?

In Magnus, take the trainings on *The Power of Moments*.

"The Power of Moments"

Read or listen to *The Power of Moments*.

NOTES

In Magnus, take *The Power of Moments* quiz.

BOOK REVIEW

Now that you've read the book, let's go back to those events you recorded on page three. Can you identify elements of elevation, pride and connection in them?


Now, let's think about transitions, milestones and pits at work.

1. What was your first day on the job like? Did it elevate your experience? How could it be done better without extra expense?

2. What are some milestones for your customers that could be unearthed and commemorated?

3. Think of a recent interaction with a customer who was in a pit. How did you help that customer fill it? Could you have done it better? How?

4. How can you create multiple milestones for your customers so that they can level up?



The Heath brothers say that people are more likely to stay with a company who delightfully surprises them than one with whom they are very satisfied. Think about an upcoming interaction in your life. How can you delightfully surprise them?

The Heath Brothers talk about the importance of stretching for insight. Where in your life are you stretching? If you're not stretching, why is that? Where can you start stretching?

In last month's TIRP, the authors of *One Word that will change your life* talked about the importance of having a Stretch Team. Who is acting as a prod in your life, pushing you to stretch?

Before you meet with your manager, tell at least one person that you appreciate what they did and record the results of that conversation here.

FINAL THOUGHTS

List your three biggest takeaways from *The Power of Moments*:

How can you help your teammates identify and create defining moments?

After reading the book, how has your understanding of the power of moments changed?

Submit this Action Booklet to your manager and set a meeting to discuss *The Power of Moments*.

Meet with your manager.



FIVEFOUR

BATTLE FOR BETTER BUSINESS