

LEAD WELL

BOOK REVIEW

Power of Moments

Chip and Dan Heath

KEY PRINCIPLE

Defining moments shape our lives yet we don't have to wait for them – we can create them

APPLICATION

The authors share that we tend to remember flagship moments of Transitions, Peaks and Pits. You want to mark the transitions, commemorate the peaks, and fill the pits. The book goes on to give great stories and case studies related to personal and professional ways the intentional use of the power of moments expands and improves experiences. Here are a couple of highlights.

Popsicle

A hotel has a popsicle hotline at the swimming pool where kids (and adults) can call and request a popsicle to be delivered to them. For free. The surprise and delight of this simple and unique perk is what everyone talks about and why people come back to this hotel time and time again. It is memorable and remarkable. How can you apply this to your world? What can be the popsicle you offer that increases engagement and causes word of mouth to spread as you surprised and delighted?

Tripping Over the Truth

That moment when you have this epiphany of something that was right in front of you the whole time. How can you create more of these moments for yourself and others? One option is to create situations where you help someone trip over the truth – they receive the information in a non-threatening way vs. being pounded over the head with it. There are several powerful stories and case studies around this in the book.

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