

Your
Organization is
FORGETTABLE



DO I
MATTER?

WHEN EVERYONE
BECOMES GOOD AT THE
SAME THINGS, GOOD IS
NO LONGER
MEMORABLE

ADVERTISING IS THE TAX
WE PAY FOR A PRODUCT
OR SERVICE THAT IS
FORGETTABLE

DO I
MATTER?

WHAT IS YOUR
VALUE PROPOSITION?

WHY SHOULD ANYONE
CHOOSE US?

WHY ARE SOME BRANDS
FORGOTTEN

WHILE OTHERS EARN
FIERCE LOYALTY

ENRICHMENT

CONNECTION

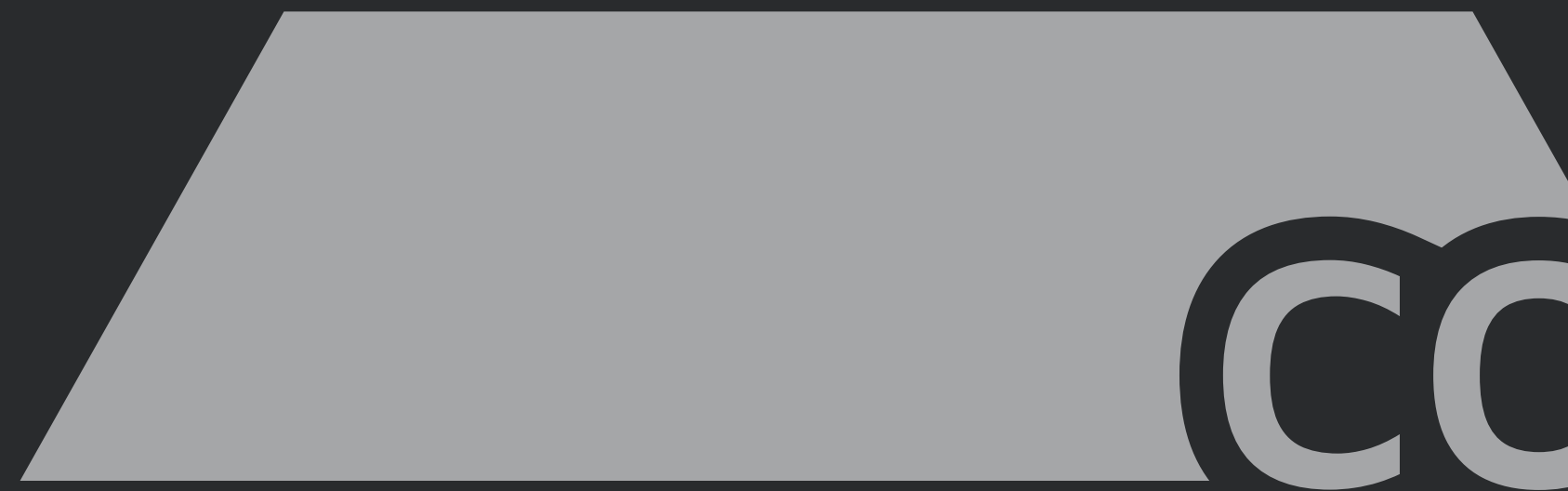
CONFIDENCE



ENRICHMENT



CONNECTION



CONFIDENCE



ENRICHMENT

CONNECTION

CONFIDENCE



ENRICHMENT

CONNECTION

Can I trust you?

CONFIDENCE

ENRICHMENT

CONNECTION

BUYER

Can I trust you?

CONFIDENCE

ENRICHMENT

CONNECTION

BUYER

Can I trust you?

CONFIDENCE

ENRICHMENT

Do you know me?

CONNECTION

Can I trust you?

CONFIDENCE

BUYER

ENRICHMENT

PARTNER

Do you know me?

CONNECTION

BUYER

Can I trust you?

CONFIDENCE



ENRICHMENT

PARTNER

Do you know me?

CONNECTION

BUYER

Can I trust you?

CONFIDENCE



Will you go above & beyond?

ENRICHMENT

PARTNER

Do you know me?

CONNECTION

BUYER

Can I trust you?

CONFIDENCE

AMBASSADOR

Will you go above & beyond?

ENRICHMENT

PARTNER

Do you know me?

CONNECTION

BUYER

Can I trust you?

CONFIDENCE

EXPERIENCE STARTS
ON THE INSIDE

INSIDE THE NUMBERS

41%

Faster
Revenue
Growth

49%

Faster
Profit
Growth

51%

Better
Customer
Retention

3%

Organizations
Experience
Obsessed

INSIDE THE NUMBERS

41%

Faster
Revenue
Growth

49%

Faster
Profit
Growth

51%

Better
Customer
Retention

3%

Organizations
Experience
Obsessed

DO I
MATTER?

The logo for Chick-fil-z is displayed in white on a solid red background. The word "Chick-fil-z" is written in a cursive script. The letter "C" is large and features a stylized chicken head profile within its upper loop. Above the "C" are four white oval shapes of varying sizes, representing feathers. The text "hick-fil-z" follows in the same script, with a hyphen between "hick" and "fil", and a stylized "z" at the end.

Chick-fil-z

NOW
WHAT

NOW WHAT

Three Practical Steps

1

Start Inside

NOW WHAT

Three Practical Steps

1

Start Inside

2

Listen For What Matters

NOW WHAT

Three Practical Steps

1

Start Inside

2

Listen For What Matters

3

Build Care Into the Way You Work

THE
TRUTH
ABOUT

CHANGE

START
SMALL

SEEK
SUPPORT



BE

MEMORABLE

DO I
MATTER?

**YOU
MATTER!**

Connect with me:



330.231.6355