



SUMMARY:

Have you noticed that some experiences create more of an impact than others? In this episode, Chip Heath, Professor of Organizational Behavior at Stanford Graduate School for Business, sits down with Craig Groeschel to talk about why moments matter, what makes them memorable and how they can be enhanced to benefit your organization and your personal life. You will learn how your organization can leverage impactful moments to improve culture, delight customers and create a shared purpose among your staff.

KEY TAKEAWAYS:

- Memorable moments stand out from everyday “sameness” and help people experience the world in a different way.
- Psychologists say that the human brain disproportionately retains experiences that are new and emotional.
- Opportunities to create memorable moments naturally occur during peaks, pits, beginnings, endings and transitions.
- The best organizations maximize peaks, manage transitions and minimize pits.
- Transitions (i.e. the first day of work or a service anniversary) are ideal times to create defining moments.
- Creating moments doesn’t need to take a lot of money. Instead, you will need to invest time and engagement.
- Research has identified four ways that moments become memorable.
 1. **Moments of Elevation:** A peak experience that can be enhanced with a heightened sensory experience.
Example: Part of the delight a customer experiences after purchasing an Apple product is the care they have taken to design their box.
 2. **Moments of Insight:** An experience of being challenged, although often uncomfortable, is often memorable. The best stretch experiences are also combined with an assurance of achievement.
 3. **Moments of Pride:** A life experience of achievement that can be enhanced with public recognition.
 4. **Moments of Connection:** A shared sense of purpose among a diverse group of people.
 - It is critical for leaders to connect their constituents with their organizational purpose.
 - Research shows that purpose creates more engagement than passion.
 - Exposing employees to real customers who benefit from your service creates a meaningful moment of connection.
- In order to create more meaningful moments, pause and take the time to be intentional.
- Most organizations spend 80% of their time solving problems and only 20% of their time creating peaks. However, research shows that customers value peak experiences more than they value problem-solving.
- Beware of the “soul-sucking” forces of reasonableness that resist creating moments.
- To leverage memorable moments successfully, you must *break the script* and be unpredictable.

REFLECTION QUESTIONS:

1. Think about your organization: How do you currently create memorable moments of elevation, insight, pride or connection with employees and customers?
2. After listening to this podcast, where do you see opportunities to create more moments?
3. If your team were to focus on one moment to leverage in the next week, what would it be?

RESOURCES MENTIONED:

[Apple](#)
[B2B Organizations](#)
[Cold War](#)
[The Challenger Sale](#)
[Dan Heath](#)
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