Leadership, Loyalty and Love

How Do We Get Them to Say “YES” Over and Over Again?

JoAnna Brandi
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How Do We Get to YES?

How do we get people we influence to “show up and pay attention”?

How do we get employees say “Yes” and bring their best?

How do we get people to “go the extra mile”?

“The moment you move to an elevated emotion, you are more prone to see possibilities about yourself and your life you never saw before.”

- Dr. Joe Dispenza
You Say You Want a Revolution?

- You got one!

- The power has shifted from the people who sell to the people who buy

- It’s your job to find out how to get employees to say “Yes”

- So your employees will inspire the customers to say “Yes” over and over and then to tell their friends about their exquisite experiences!
The Customer Experience

The sum total of the *feelings* evoked as a result of any interaction at any touch point in the organization.

It’s based on the customer’s *perception* of the value delivered, tangible and intangible.

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What Feelings Does Your Customer Experience Evoke?
It’s About the “F” Word

Feelings

Feelings

Feelings

Feelings

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Customers Are Emotional

“For the most part, customers are irrational beings, making many decisions based on feelings and emotions, some which they don’t even know they have.

Nothing we do triggers these emotions more than the experience our customers have with us every day. When everyone here finally realizes and embraces their role in this, we will have something special, something lasting.”

Howard Schultz, CEO, Starbucks

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Customer engagement and emotional attachment are strongly related to actual customer behavior.

Customers who are highly engaged and passionate engage a specific set of brain regions.
Loyalty Is Emotional
2002 Nobel Prize - People Make Decisions Based on Emotions
How Do You Want Your Customer to Feel?
Two Sets of Needs

**Business**
- Tangible
- Rational
- Logical
- Practical

**Personal**
- Intangible
- Emotional
- Illogical
- Sometimes Irrational

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Business (Rational) Needs

My customer NEEDS to get.....tools, solutions, stuff!
Price, availability, speed, location, right fit, etc...
Emotional Needs Exercise

- My Customer needs to Feel...
How Do You Want People to FEEL?

- Customers?
- Employees?
- And what about your Millennial customers and employees?
People Want to Feel

- Appreciated
- Valued, connected and important
  - Confident and supported
  - Acknowledged and recognized
  - Part of something they believe in
     - Respected and trusted
     - Accomplished
Emotions Scare People
Emotional Intelligence = 67%
#1 Goal – Creating Happy Customers

The PIG Promise

Do-right done right.
Our service team has your back for all things leak and spill. We’re the experts and we’re not afraid to help — by phone or by chat, Monday - Friday, 7 AM - 8 PM ET.

24 hours is plenty.
 Turns out, “Flawless Logistics and Optimized Warehousing” is more than a good way to win Scrabble® — F.L.O.W. is the system we cooked up to get your orders on the road within 24 hours.

Zero Risk. No Guff. All Good.
We stand behind 100% of our products 100% of the time. If you’re not happy for any reason, we’ll refund every single penny of your order, including taxes and shipping both ways. We’ll even schedule the return shipping from your location. It’s our No Guff Guarantee™, every product. Every penny. Every time.

The extra mile isn’t far enough.
Whatever we’re doing to serve you, we’ll do it with a smile. Whether it’s through an exclusive gift or an affable customer service rep. we’ll go the distance — and then some — to brighten your weekday.

No Guff Guarantee™

Zero Risk. No Guff. All Good.
Company loyalty runs deep at this grocery chain, which spent $50 million on employee development last year (plus $5 million in scholarships) and filled half of its open positions internally.

Staffers say “fulfilling" work gives them a “sense of purpose,” thanks to Wegmans' mission of “helping people live healthier, better lives through food." The civic spirit helps too: The chain reclams millions of pounds of food every year to feed the hungry.
Rated High by Employees

Outperform S&P 500 by 122 percentage points
Too Busy to Pay Attention to Emotions?

THE SELFIE SYNDROME
How social media is making us narcissistic

WHAT IS NARCISSISM?
Narcissistic personality disorder involves a preoccupation with self and how one is perceived by others. Narcissists pursue gratification from vanity and the admiration of their own physical and intellectual attributes.

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Six Times Less likely to be Engaged
Happy People

65% more energy than unhappy ones
Fundamental: A Little Weirdness
Five Pillars of Well-Being

- Pleasure
- Engagement
- Relationships
- Meaning
- Accomplishment
- Make us **smarter**
- Make us **healthier**
- Make us **more socially adept**
- Make us **wealthier**
- More likely to **achieve the upper levels of our potential** when we experience positive emotions
Negative EMOTIONS

- Cause stress
- Release cortisol compounds
- Affect immunity
- “Fight or Flight” response
- Increased heart rate
- Narrowing “What’s wrong?”
- Contraction
EMOTIONS ARE CONTAGIOUS
Positivity Ratio

- Positive emotions are fleeting by nature we need more of them than negative emotions for mental health.
- 3:1 takes us from languishing to “Flourishing”
- 5:1 take us to High Performance and Happy Marriage
Positive Energizers = 4 x’s More Impact
More Than 60 Point Spread!

- 63.2% POINT SPREAD
- 36.4%
- 26.8%

Discuss Strengths
Discuss Weaknesses
Performance
Average

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Working Relationship Tripod℠
www.returnonhappiness.com/happyplace
“Love is the selfless promotion of the growth of the other”

Milton Mayeroff
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