



THE POWER OF MOMENTS

HOW TO CREATE A DEFINING MOMENT

We all work to improve the experience of the people we care about: the patients we treat, the customers we serve, the students we teach, and the kids we raise. We want to create memories that matter.

Great experiences hinge on peak moments. We'll call them "defining moments": short experiences that are both meaningful and memorable.

WE CAN BE THE AUTHORS OF DEFINING MOMENTS BY BUILDING THEM FROM ONE OR MORE OF THE FOLLOWING FOUR ELEMENTS:

ELEVATION

Moments of elevation are experiences that rise above the routine. They make us feel engaged, joyful, surprised, motivated. To create them, we can (1) boost the sensory appeal (*Popsicle Hotline*); (2) raise the stakes (*The Trial of Human Nature*); and/or (3) break the script (*Joshie the Giraffe*). Research suggests that organizations dramatically under-invest in building peaks, choosing instead to fill potholes.

PRIDE

Moments of pride commemorate people's achievements. We can use three strategies to deliver pride: (1) Recognize others. A small investment of effort yields a huge reward for the recipient (middle school singer Kira Sloop); (2) Multiply meaningful milestones—reframe a long journey so that it features multiple "finish lines." (*Couch to 5K program*); and (3) Practice courage by "preloading" our responses in advance, so we're ready when the right moment comes. (*Nashville counter sit-ins*)

INSIGHT

Moments of insight deliver realizations and transformations. To produce moments of insight for others, we can cause them to "trip over the truth" (*the shocking CLTS story*) by revealing (1) a clear insight; (2) compressed in time; and (3) discovered by the audience. To produce moments of self-insight, we must stretch, placing ourselves in situations that involve the risk of failure (*Lea Chadwell's Bakery*).

CONNECTION

Moments of connection bond us together. Groups unite when they struggle together toward a meaningful goal; they often begin their work with a "synchronized moment" (*Sharp HealthCare*). In individual relationships, it's responsiveness that deepens our ties. A responsive interaction can bring people together very quickly (*Stanton's teacher/parent meetings*; *Art Aron's 36 questions*).

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