

# THE POWER OF MOMENTS

## Why Certain Experiences Have Extraordinary Impact

**CHIP and DAN HEATH**

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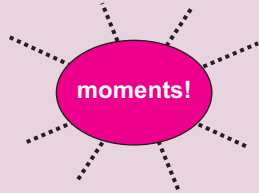
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The website for this book is at: [www.thepowerofmoments.com](http://www.thepowerofmoments.com).

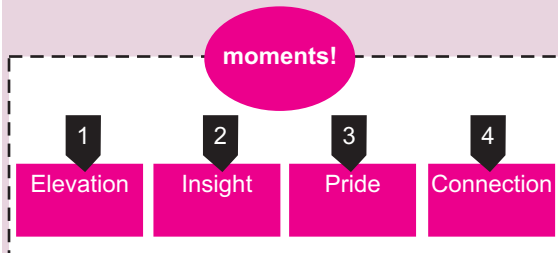
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**MAIN IDEA**

Everyone has "defining moments" in their lives – intensely meaningful experiences which stand out clearly and distinctly in your memory. Many of these arise from chance encounters but it doesn't have to be that way. What if you could make more defining moments happen on purpose – for your customers, your family and your employees?



The reality is you can engineer and create more defining moments if you take the time and effort to invest in creating them. All you have to do is build them from combinations of these four elements:



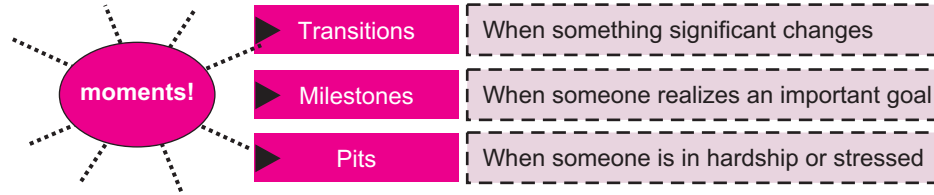
The more defining moments you engineer and create, the better the experience you will be delivering for the customers you serve, the students you hope to inspire or even the kids you raise.

*"Moments matter. And what an opportunity we miss when we leave them to chance! Teachers can inspire, caregivers can comfort, service workers can delight, politicians can unite, and managers can motivate. All it takes is a bit of insight and forethought. Our lives are measured in moments, and defining moments are the ones that endure in our memories."*

– Chip and Dan Heath

**1. How to think in terms of moments** . . . . . Pages 2 - 3

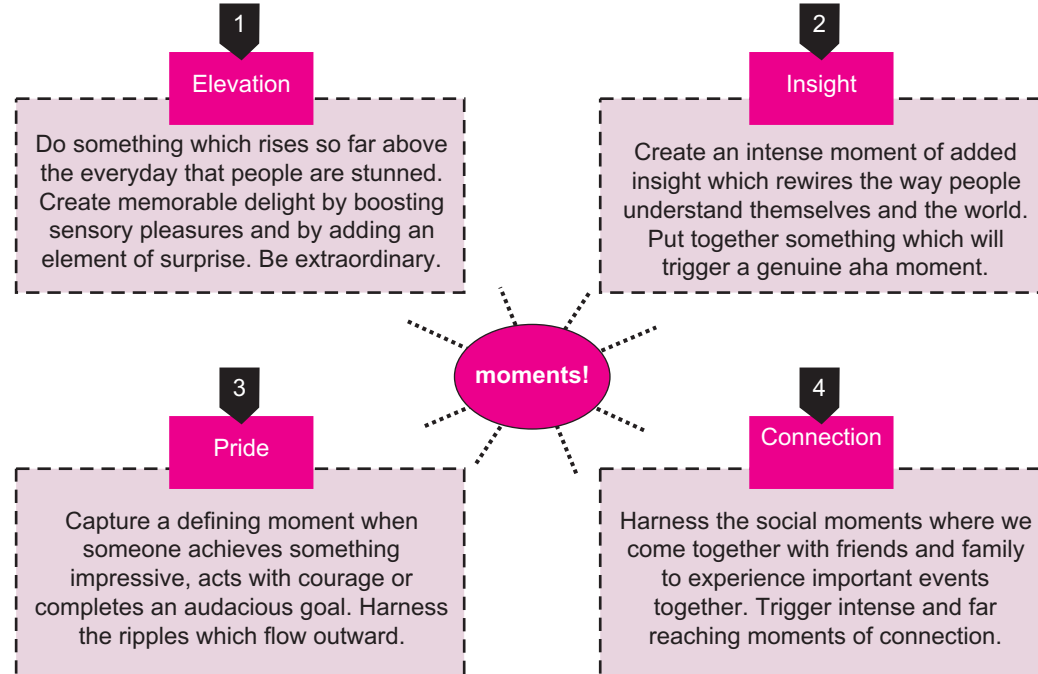
If you're smart, you'll start anticipating the defining moments which will arise in the lives of your customers and be prepared to make the most of them. Three situations which tend to naturally generate defining moments as of right are:



The essence of thinking in moments is to look for transitions which should be celebrated, milestones which should be commemorated and pits which should be filled. In most organizations most of the time, these opportunities to create defining moments go unnoticed and under utilized.

**2. How to build memorable and meaningful defining moments** . . . . . Pages 4 - 8

Defining moments are typically created from combinations of one or more of four basic elements. To create more defining moments more of the time, focus on how you're bringing these elements together. The four elements are:



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