

# The Power of Moments

Presented by,

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# Learning Objectives

At the conclusion of this presentation, participants will be able to...

- **List** four traits that defining moments have in common and what makes such experiences particularly memorable
- **Help** employees discover their “why ” to build meaning and ownership and create a positive work environment
- **Describe** how to “break the script” to be creative and spontaneous
- **Create** micro-deliverables so that employees can see and celebrate progress by multiplying milestones and success by breaking larger tasks into smaller pieces.
- **Follow through** with action steps to bring back to your community

Why Certain Experiences Have Extraordinary Impact

# THE POWER OF MOMENTS

**CHIP HEATH & DAN HEATH**

The bestselling authors of *SWITCH* and *MADE TO STICK*

# What's in a Moment?

## An Experience...

As recipients of experiences, we understand that some are more meaningful and memorable than others.

We are much better at remembering the amazing experiences that we have had than we are at creating those types of experiences for others.

Let's Change That.

# Great Experiences Are Built With Defining Moments

## What is a “Defining Moment”?

- Short “peak moments”, or experiences that are both meaningful and memorable.
- Moments that improve the experience for the people we care about
  - Patients
  - Friends
  - Co-workers
  - Students
  - Family

**What's in a  
Moment?**

**Why do we remember certain  
defining moments over  
others ?**

# Potholes



## Moments of Elevation, Pride, Insight, & Connection

- **Elevation**- A moment that rises above others in a day
- **Pride**- A moment that happened while at peak performance
- **Insight** – A moment that changes how we see our environment
- **Connection** – A moment that is part of our cultural fabric



# Moments of Elevation

- **Recipe for Moments of Elevation**
  - Sensory Boost: Stimulate one or more of the 5 senses
  - Raise Stakes: Increasing cost, risk, exposure
  - Break Script: Change the way a routine experience will unfold

# Magic Castle Hotel



# Magic Castle Hotel



# Magic Castle Hotel



Free Snacks  
on Request



# Free Laundry Service





# Popsicle Hotline



“Beware the  
soul-sucking  
force of  
reasonableness.”





# Moments of Pride

- Recipe for moments of pride
  - Recognize others
  - Multiply Milestones
  - Practice Courage

Recognize  
Others:  
Create  
moments of  
pride for  
others by  
offering them  
recognition.



**Multiply  
Milestones:**  
Celebrate  
milestones, it  
creates pride,  
and deserves  
celebration.



**Practice  
Courage:**  
Exposure  
therapy is a  
crucial part of  
courage. When  
you stand up,  
others will join  
you.



# Moments of Insight

- Recipe for moments of insight
  - Trip over the truth: When you have a sudden realization, one you didn't see coming, one you know is right.

**Stretch for insight:** placing ourselves in new situations that expose us to risk or failure.



“Learning who we are, and what we want, and what we’re capable of – it’s a lifelong process.” You have to “stretch” yourself to become insightful.



## Moments of Connection

- **Create** shared meaning: create a meaningful moment for you and others.
- **Deepen Ties:** Deepen a relationship by being understanding, validating, and caring.
- **Make Moments Matter:** Find a way to fit a peak into moments.



## How to create defining moments for others in business

- How can I elevate it?
- Spark insight?
- Boost the sense of connection?

## Tangible Outcomes

- More revenue
- Greater customer satisfaction and loyalty
- More motivated employees
- More effective employees

“Just by disrupting routines, we can create more peaks.”

- “Transitions should be marked, milestones commemorated and pits filled.”



## Focus on the beginning

- "Research says that 40 percent of things you remember from college happened in the first six weeks of starting your freshman year"



# John Deere



- What if you treated the first day of work for a new employee like a first date?



# Multiply Milestones

- *"When giving tasks or objectives, create micro-deliverables so that employees/students/colleagues can see and celebrate progress."*



# Milestones



# Transitions





# A Moment of Recognition

## Recognition

- 80% of Managers think they frequently praise their employees. 20% of employees say their manager frequently praises them.



How much  
will it cost?



## Create Shared Meaning

- *"If you want to be a part of a group that bonds like cement, take on a really demanding task that's deeply meaningful. All of you will remember it the rest of your lives."*

What Do You  
See?



## Reflection Questions

- *I saw what you did, and I appreciate it.*
- *How can I make more residents or employees in our communities feel seen?*
- *What am I working on? What did I fail at this week?*
- *When am I letting "reasonableness" win?*

# Summary

- We all have defining moments in our lives. But we don't have to wait for them to happen to us.
- Every peak moment has one of the following four elements: elevation, pride, insight, connection.
- The Peak-End Rule: we remember peak moments and the end more vividly than other moments.
- There are three situations which most deserve our attention. They are transitions, milestones, and pits.

# Summary

- **Elevate** by raising the stakes:
- **Life is filled with invisible scripts.** Peak moments occur when someone breaks the script to create powerful moments. Randomness and surprise work; they are necessary for an experience to be remarkable.

## Summary

- **Pride:** Multiply the number of milestones on route to a goal.
- **Insight** - “When you have a sudden realization, one that you didn’t see coming, and one that you know viscerally is right, you’ve tripped over the truth.”



These  
Extraordinary  
Minutes and  
Hours and  
Days – They  
Are What  
Make Life  
Meaningful.

*Moments*

Questions ?



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