



THE

EXCEPTIONALLY HUMAN

VISITOR EXPERIENCE





39% ↑



Airlines



Museums



VALUE ZONE

HARVARD BUSINESS REVIEW PRESS

foreword by C. K. Prahalad

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EMPLOYEES FIRST, CUSTOMERS SECOND

turning conventional management upside down

turning conventional management upside down

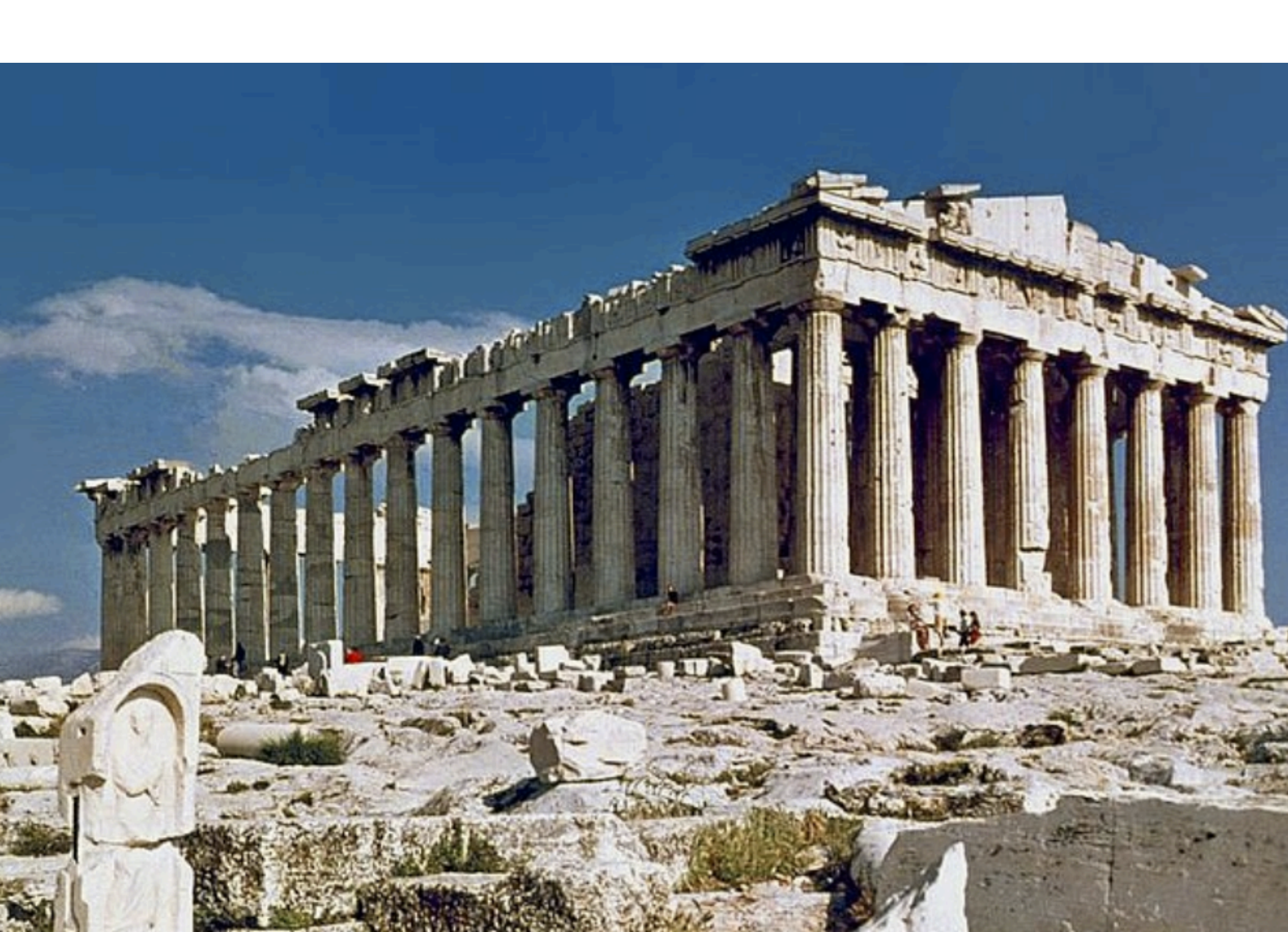
EMPLOYEES
FIRST,
CUSTOMERS
SECOND
VINEET NAYAR

VALUE ZONE

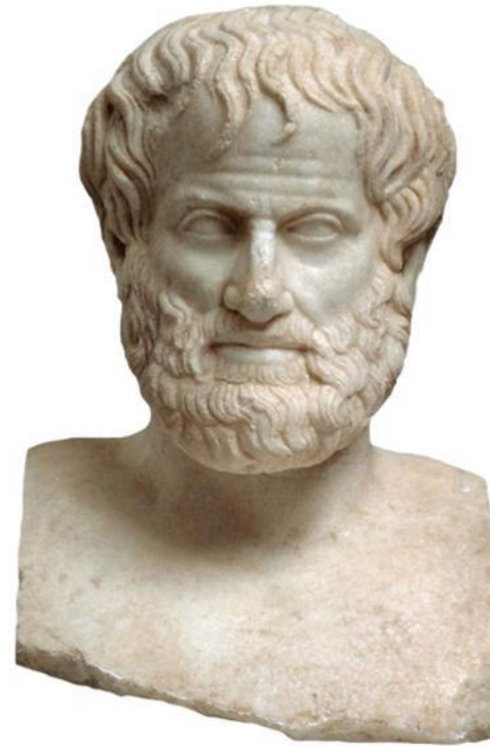
“The place where value is truly created for the customer...this zone lies in the interface between the customer and the employee.”

Vineet Nayar

COMMUNICATION



Aristotle



TRUST

EMOTIONS

REASON

TRUST

TRUST

**What about a person's
communication allows you to
experience them as being
trustworthy?**

EMOTIONS

EMOTIONS

What about a person's communication facilitates you having a positive, negative, or neutral emotional experience?

REASON

REASON

**What about a person's communication
allows you to experience them as being
reasonable/rational?**

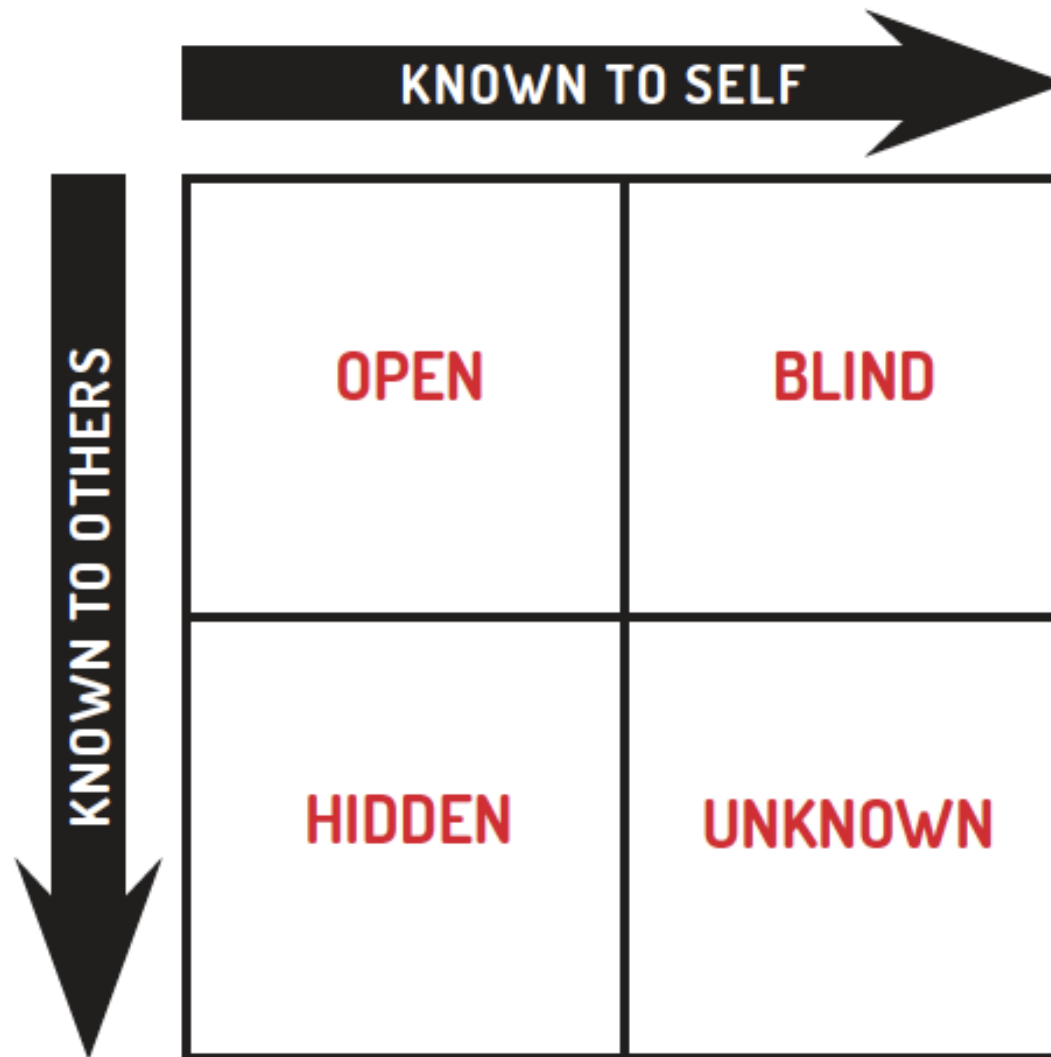
TRUST

EMOTIONS

REASON

OUR COMMUNICATION

COMMUNICATION COMPETENCE



The Johari Window Model

TRUST

EMOTIONS

REASON

It's about
THEM

It's about **THEM**



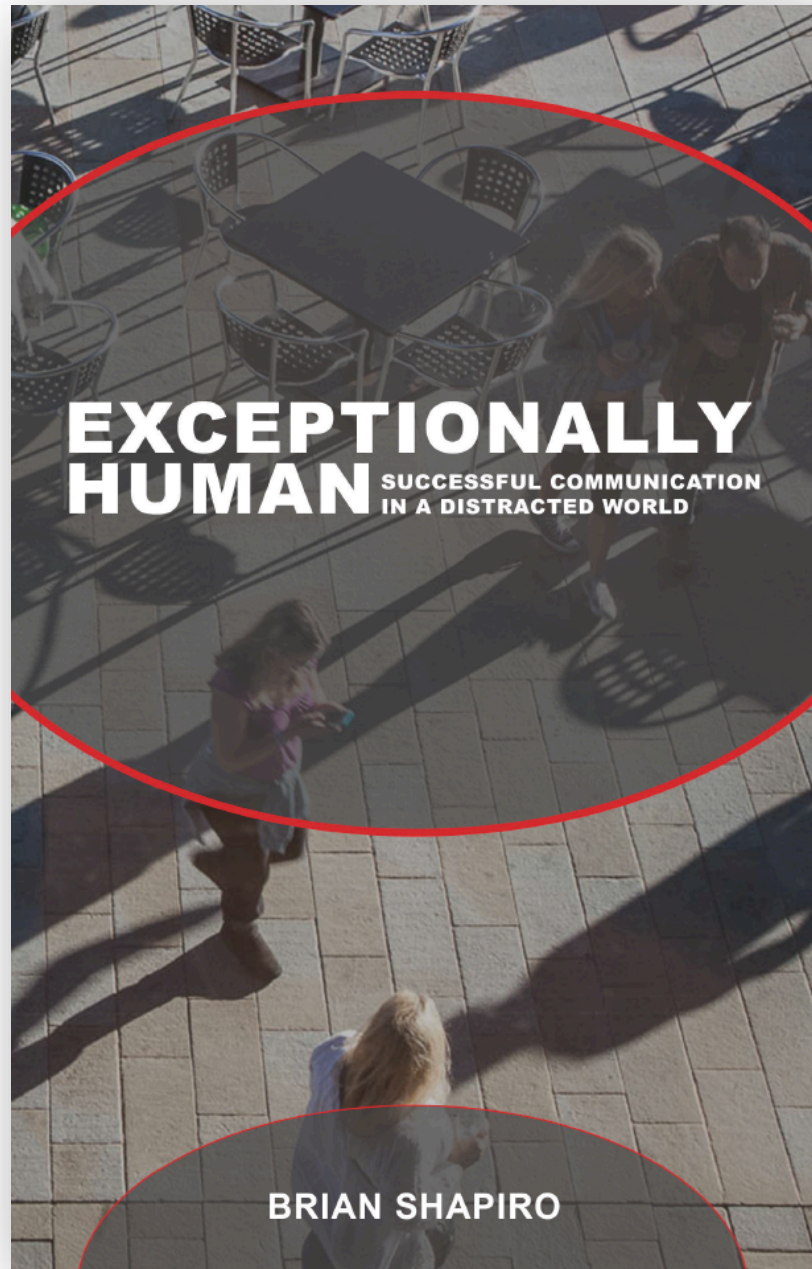
It's about **THEM**



5%

OR

3x/DAY



Does my communication allow people to:

1. View me as *TRUSTWORTHY*?
2. Experience *FEELING VALUED*?
3. View me as *REASONABLE*?



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THE EXCEPTIONALLY HUMAN VISITOR EXPERIENCE

