

The goal of any corporate leader is to effect behavioural change, to move people towards certain outcomes. Incrementalism becomes the enemy!

Despite decades of effort by companies to boost engagement and loyalty, employee trust and customer commitment continue to decline. Most organizations try to fix deficiencies or incrementally raise satisfaction levels. But human behavior does not change in response to mildly positive experiences. The author argues that behavior shifts only when experiences are extremely positive—when people say they “love” them. Drawing on large-scale research and examples such as Kroger and Disney, he shows that outcomes accelerate only after experiences cross a critical emotional threshold. People are most likely to love an experience when it meets five conditions in sequence: control, harmony, significance, warmth, and growth. When leaders intentionally build those elements into employee and customer journeys, they unlock deeper engagement, stronger loyalty, and more sustainable business performance

Grocery
store?

Drive-
through
service

Keep all
checkouts
open

Face
recognition to
approve
alcohol
purchases

Packers and
people who
deliver to
the car



Car
dealership?

Explain
things
jargon-free

Video
explaining
what work has
been carried
out

Full
valet

Checklist



Visiting the
dentist?

Blindfold
and
earphones

Manicure
and
pedicure

Remember
your
choice of
tea/coffee

Knew all
clients
by name

All
referral



Providing clients
with their financial
accounts?

Personalised
car park
space

Jargon-
free
advice

Exclusive
club

Fit around
client's
business

Pre-
emptive
help

Really
knowing
your client

Standardised
systems/CRM
system etc

