PEAK
How to Create Evangelical Customers

CHIP CONLEY
Founder of Joie de Vivre Hotels
Author of PEAK + Emotional Equations
Founder of FEST300
Life, and business, is all about where you pay your attention.
Just as people experience varying levels of fulfillment ...
... so do companies.
My Calling in Life?
Create

joie de vivre®
You Are Where You Sleep
“Identity Refreshment”
The Service Profit Chain: Karmic Capitalism
By 2001 JDV was flying high.
“This is Maslow’s most important and most enduring book. It had a lasting impact on me.”
—Peter F. Drucker

MASLOW ON MANAGEMENT

Abraham H. Maslow
Foreword by Warren Bennis

Toward a Psychology of Being

Abraham H. Maslow
Foreword by Richard Lowry

Third Edition
Maslow’s Hierarchy of Needs

- **Physiological**
- **Safety**
- **Social / Belonging**
- **Esteem**
- **Self-Actualization**

Where Peak Experiences Occur
What Does a Self-Actualized Company Look Like?
FEELING LIKE A VIP
RESPONSIVE STAFF SERVICE
A QUIET AND SAFE ROOM
A COMFORTABLE AND CLEAN BED

Hotel Hierarchy of Needs

IDENTITY REFRESHMENT
Self Actualization
Esteem
Social Belonging
Safety
Physical
Transformation

TRANSFORM
Self-Actualization

SUCCEED
Social / Belonging + Esteem

SURVIVE
Physiological + Safety
Employee

Job

Survive

Money

Create Motivation

Career

Recognition

Create Loyalty

Calling

Transform

Create Inspiration

Meaning
“If I had asked my customers what they wanted, they would have said a faster horse.”

– Henry Ford
Creates Evangelism

UNRECOGNIZED NEEDS

TRANSFORM

Creates Commitment

DESIRES

SUCCEED

Creates Satisfaction

EXPECTATIONS

SURVIVE

Customer
Four Ways to Mind Read Your Customers
1. Help your customers meet their highest goals.
Just Do It.

You can do it. We can help.
Keep the Change Program

Bank of America®
2. Give your customers the ability to truly express themselves.
The Harley Halo Effect
3. Make your customers feel like they’re part of a bigger cause
One Percent For the Planet
4. Offer your customers something of real value that they hadn’t even imagined.
What Business Are You In?
1. We’re in the **Hotel** business

2. We’re in the **Boutique Hotel** business

3. We’re in the **Local’s Favorite Hotel** business

4. We’re in the **understanding our customers and creating their perfect habitat** business

5. We’re in the **identity refreshment** business

**We Deliver Dreams.**
hotel MATCHMAKER®

PERSONALITY

1 What kind of people do you most connect with? (pick 1 or 2)

- fun-loving/energetic
- serene/soulful
- charming
- urbane
- adventurous/active
- gentle/quiet
- professional/tailored

We guarantee the BEST AVAILABLE RATES

BOOK A ROOM

ARRIVAL DATE: Aug 2012

NIGHTS: 3

PROMO/CORP CODE: Check Availability

Retrieve Reservations
Travel Agents
LEGACY

TRANSFORM

RELATIONSHIP ALIGNMENT

SUCCEED

TRANSACTION ALIGNMENT

SURVIVE

Investor

Creates Pride of Ownership

Creates Confidence

Creates Trust
Peak Performing Organizations
Consciously Using Maslow
Creating Peak Experiences Creates Peak Performance
Seek the Peak
chipconley.com

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