

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.





SOUTHWEST

jetBlue
AIRWAYS



UNITED



My Calling in Life?

VACANCY

Create
joie de vivre[♡]

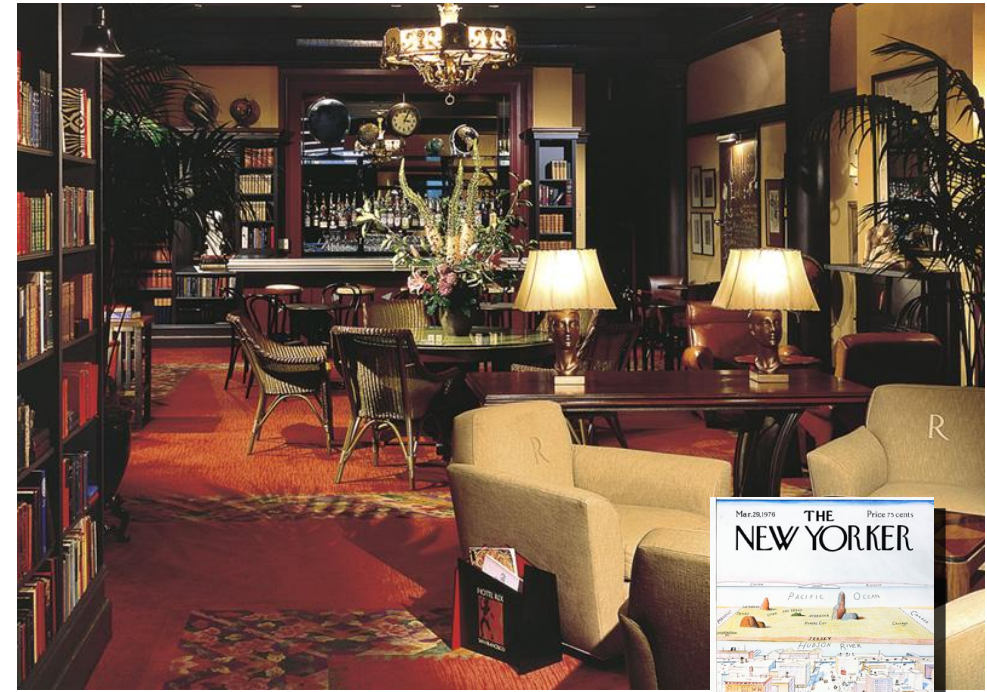
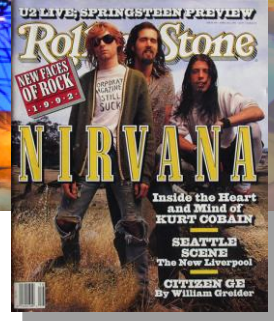




You Are Where You Sleep



“Identity Refreshment”



HOTEL REX

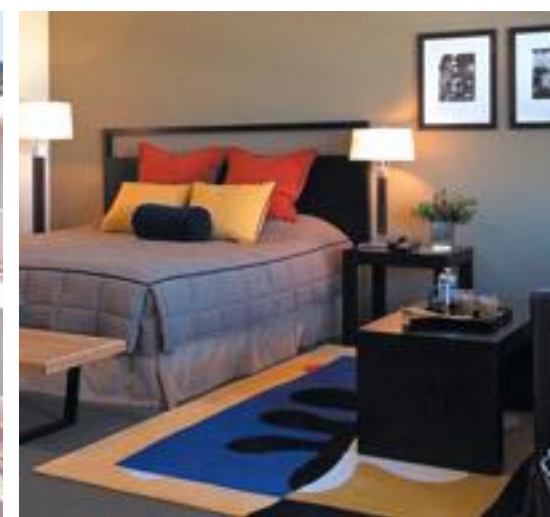


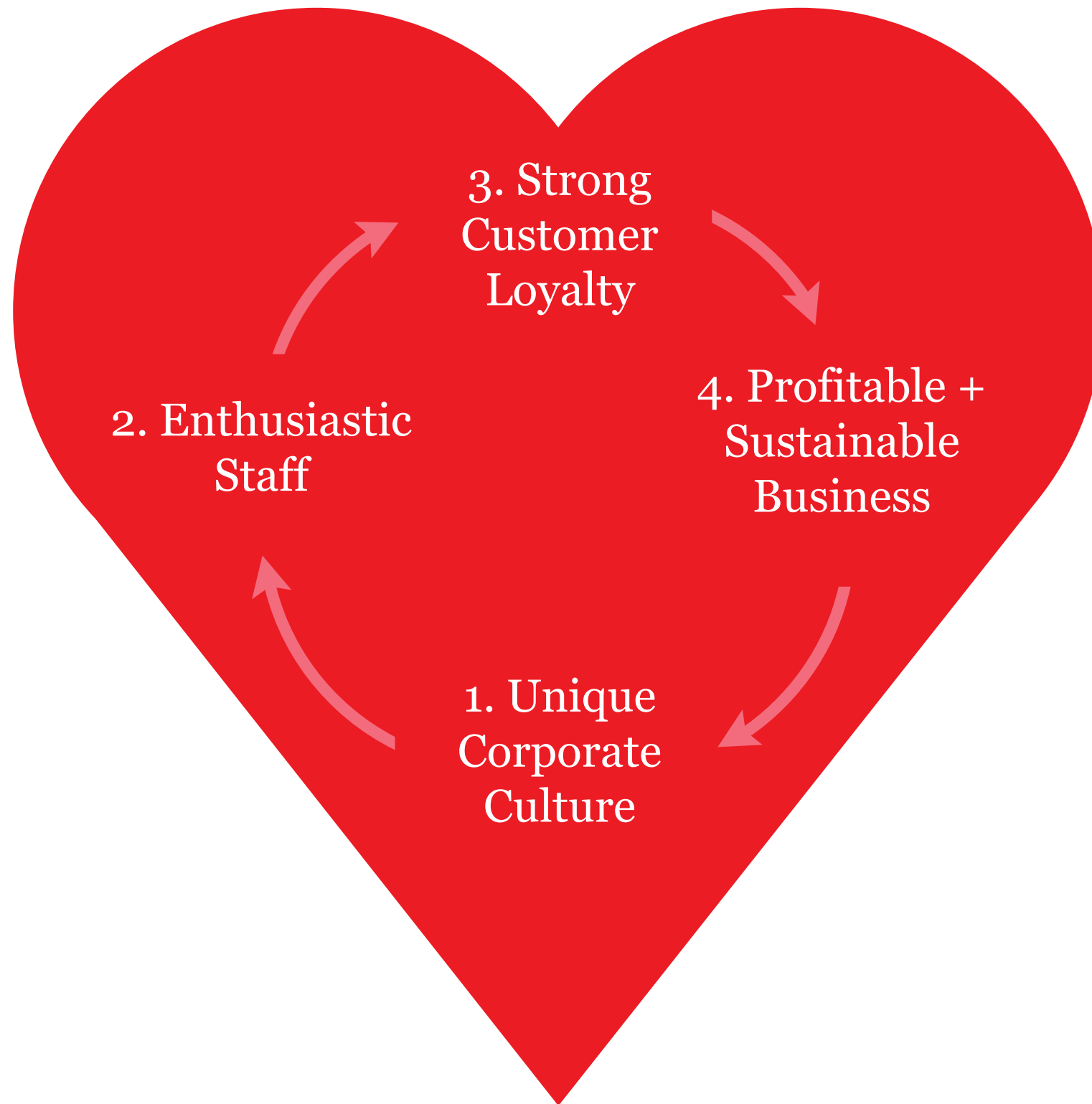
Hotel Avante



HOTEL LINCOLN

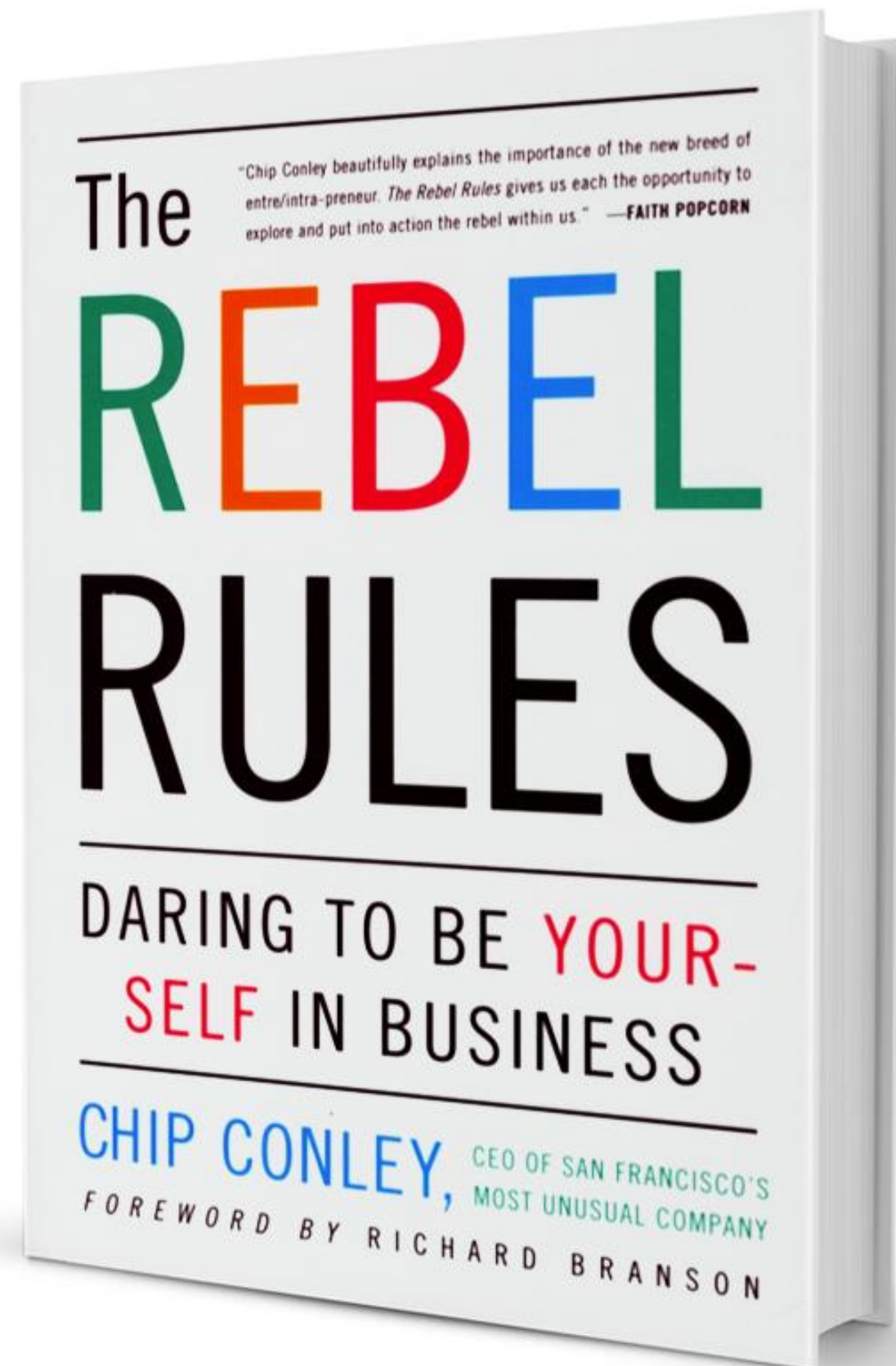


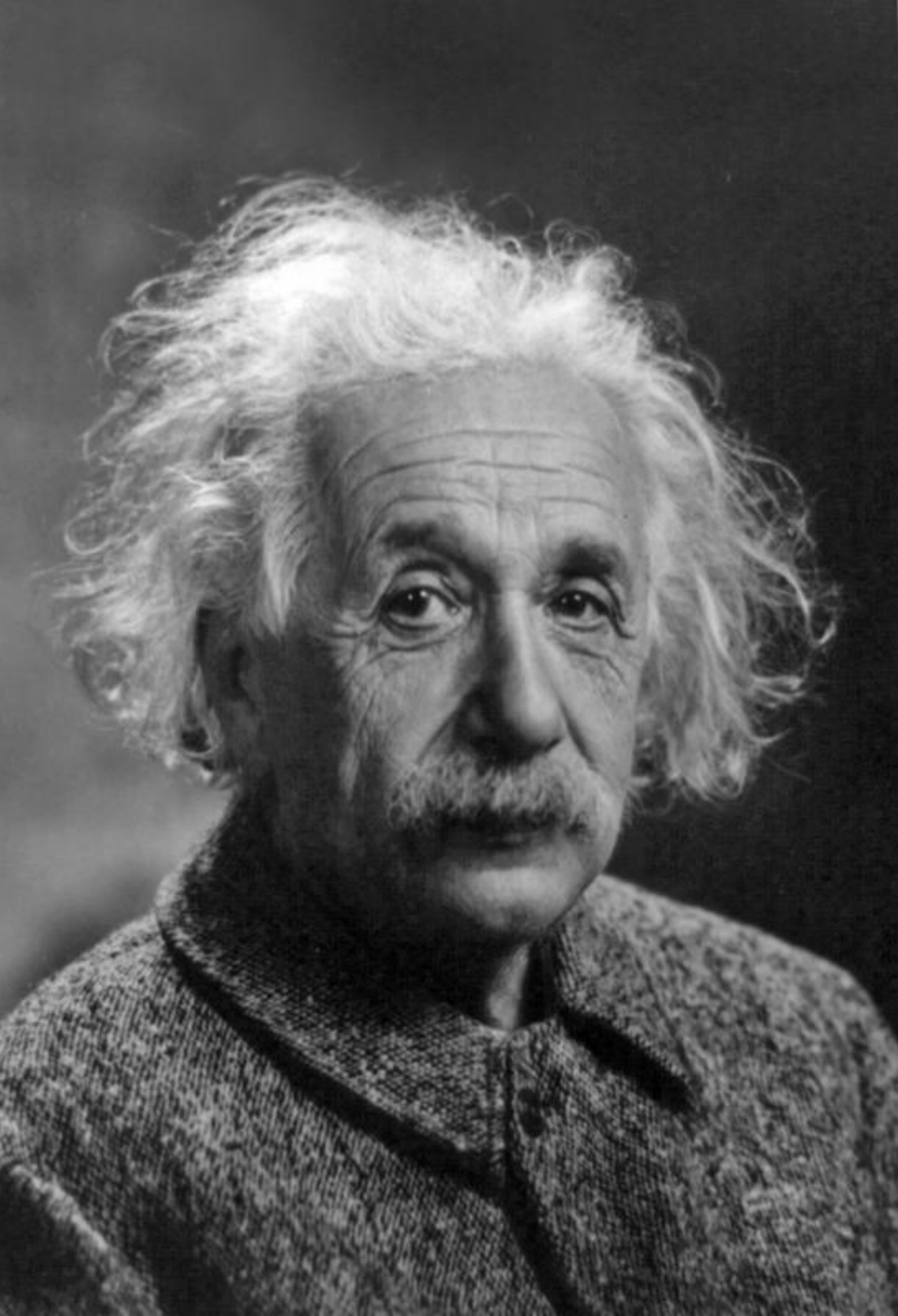




The Service Profit Chain: **Karmic Capitalism**

By 2001 JDV
was flying high.





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de vivre 

*"This is Maslow's most important and most enduring book.
It had a lasting impact on me."
—Peter F. Drucker*

MASLOW MANAGEMENT

Abraham H. Maslow
Foreword by Warren Bennis

Toward a Psychology of Being

Third Edition

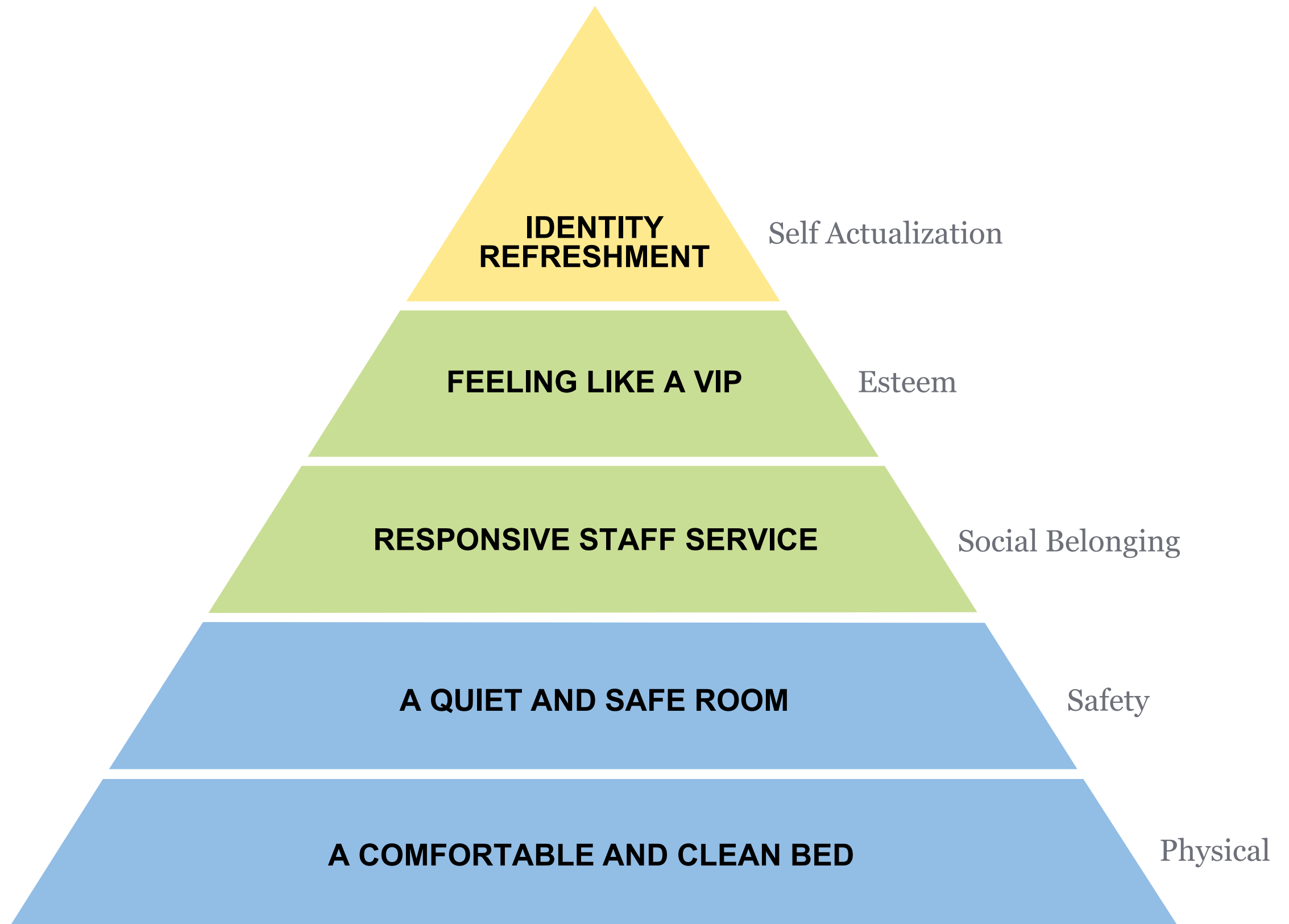
Abraham H. Maslow
Foreword by Richard Lowry



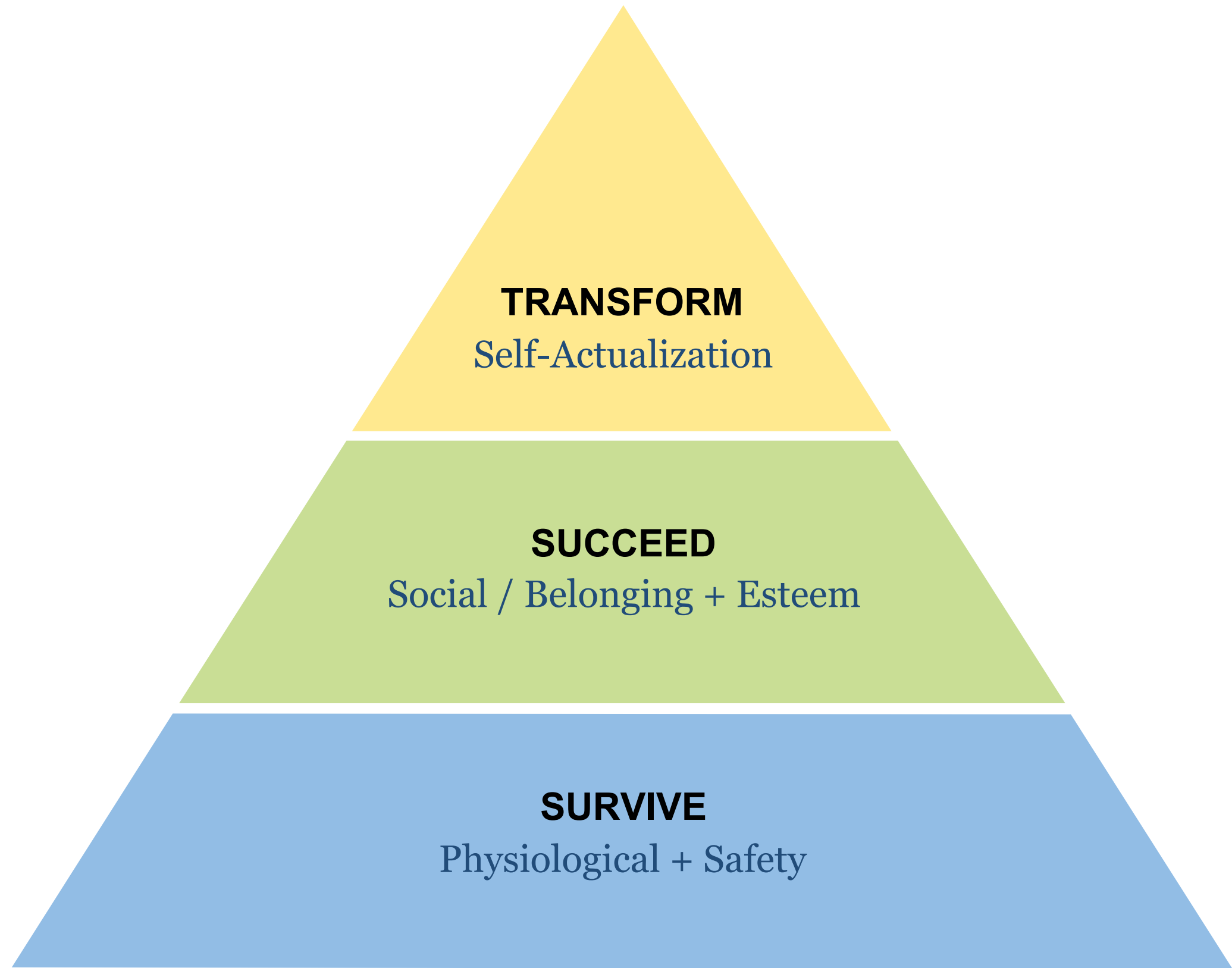
Maslow's Hierarchy of Needs

What Does a
Self-Actualized
Company
Look Like?

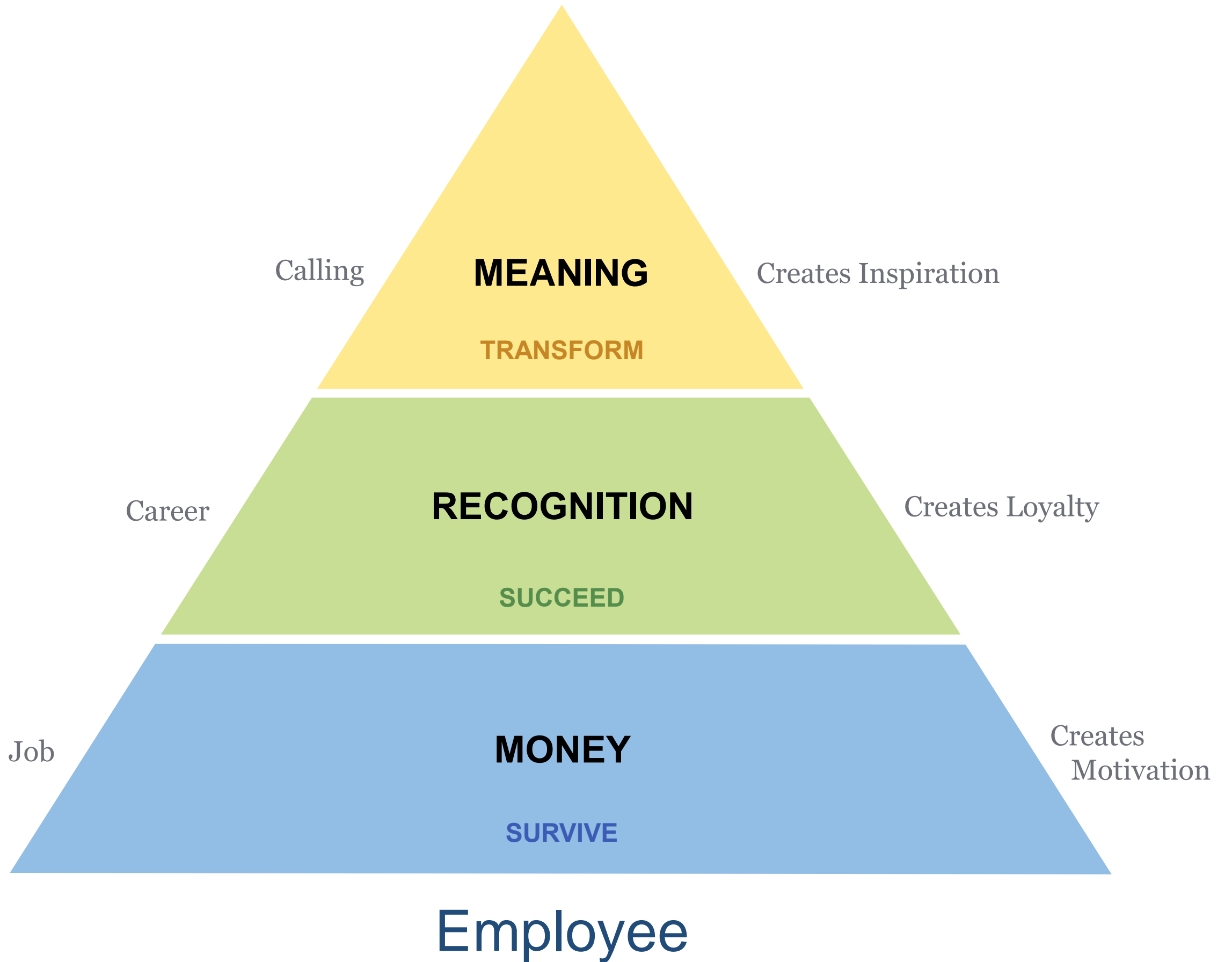




Hotel Hierarchy of Needs

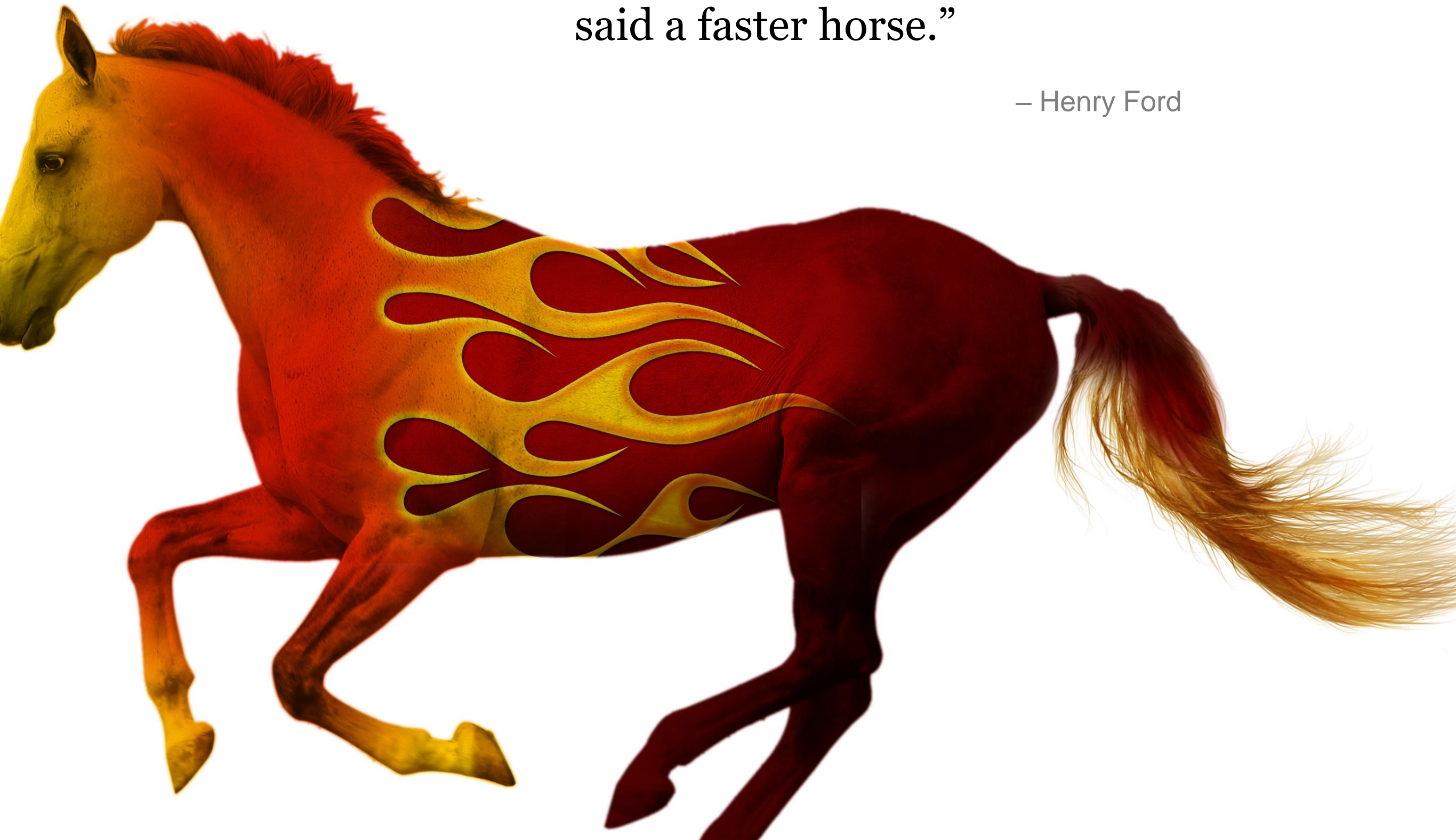


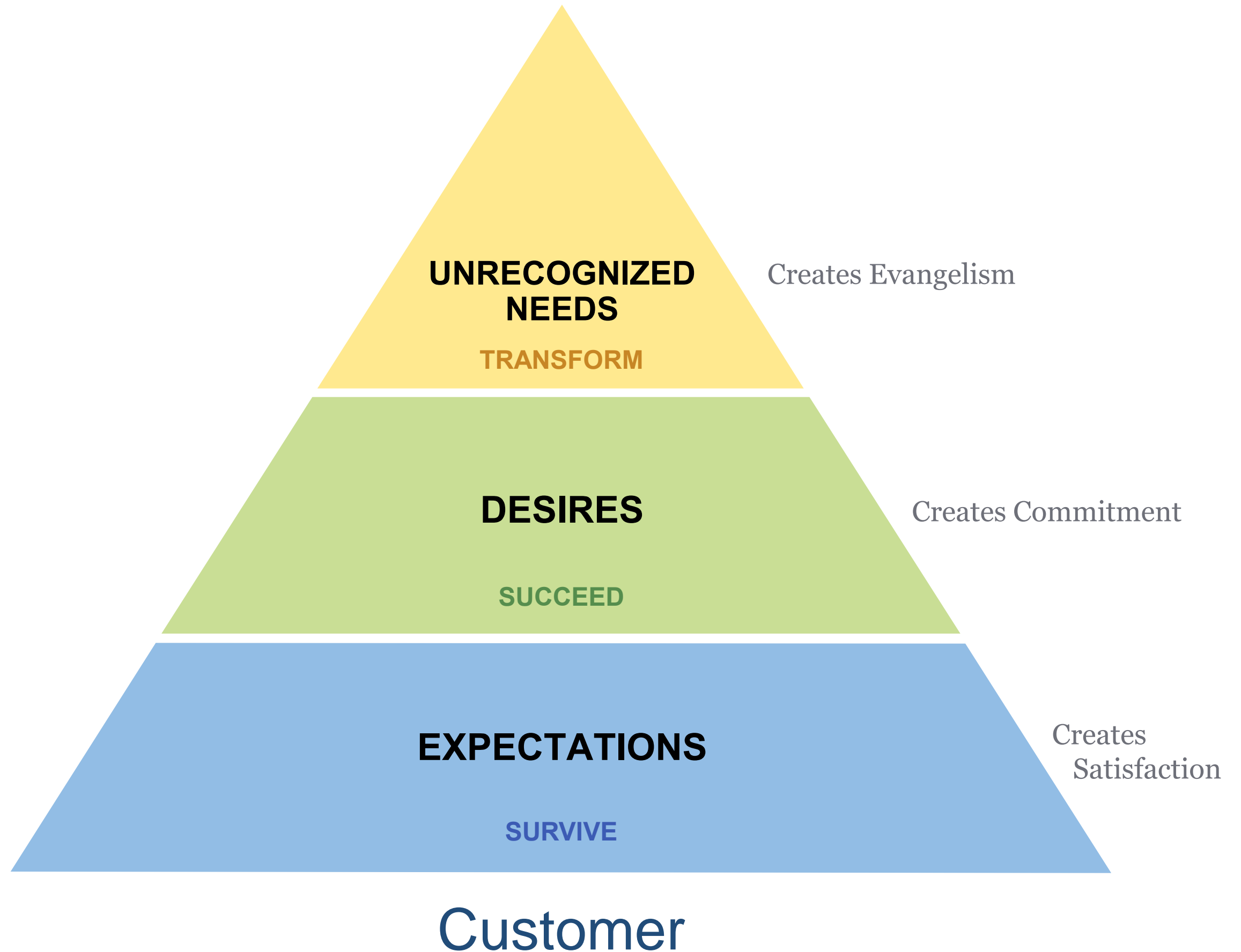
Transformation



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

– Henry Ford





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

A top-down view of several people's arms and hands reaching towards the center and overlapping. The hands are of various skin tones, including dark brown, light brown, and fair. One person wears a black sports watch with a silver case. Another wears a silver ring. A third has multiple beaded bracelets. The background is a light-colored wooden floor. The text '3. Make your customers feel like they're part of a bigger cause' is overlaid on the right side of the image in a dark blue serif font.

3. Make your customers
feel like they're part of
a bigger cause



PRIUS



method.
a cleaner clean™



One Percent For the Planet



4. Offer your customers something of real value that they hadn't even imagined.



AT&T

1:10 PM

47%

facebook

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Chip Conley

2,678 likes · 37 talking about this

Like

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Author

Author of New York Times bestseller EMOTIONAL EQUATIONS – visit www.emotionalequations.com for a free chapter!

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Post

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Write something...

Chip Conley

4 hours ago via Twitter

Check out 5 Ways to Keep Employees Excited on CNN Money... <http://t.co/UPmHCnX7>

5 ways to keep employees excited

cnmon.ie

Get employees invested in your firm, then eliminate bad bosses and red tape.

Like · Comment · @ChipConley on Twitter

4 people like this.

Omar Hatoum

I was really impressed with # 5. Dream On is an amazing and powerful idea. What a way to show your employees that you support them and are willing to help them to their dreams into reality!

3 hours ago · Edited · Like

Write a comment...

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Tyson Adams

Happy Hallow-Birthday Chip!

October 31 at 12:35pm

The Katy Team

What a fantastic presentation at the CB Retreat. I am l...

1 · October 16 at 10:35am

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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.

joie de vivre[®]

hotel MATCHMAKER[®]

menu

PERSONALITY

- ☐ Limit my results to San Francisco
- ☐ Limit my results to Silicon Valley

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

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

1 → 2 → 3 → 4 → 5



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ARRIVAL DATE

Aug 2012



3

NIGHTS

1

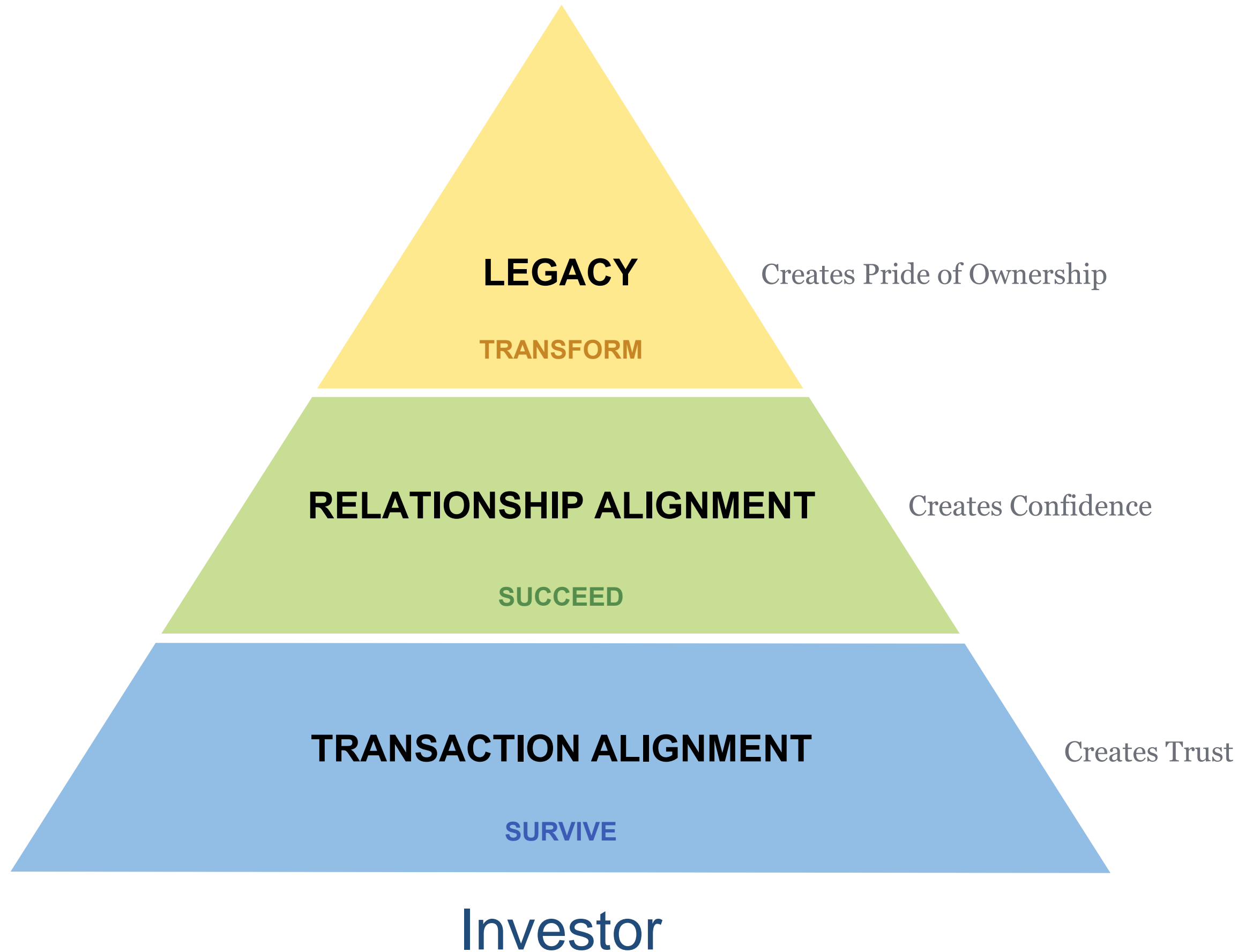
PROMO/CORP CODE

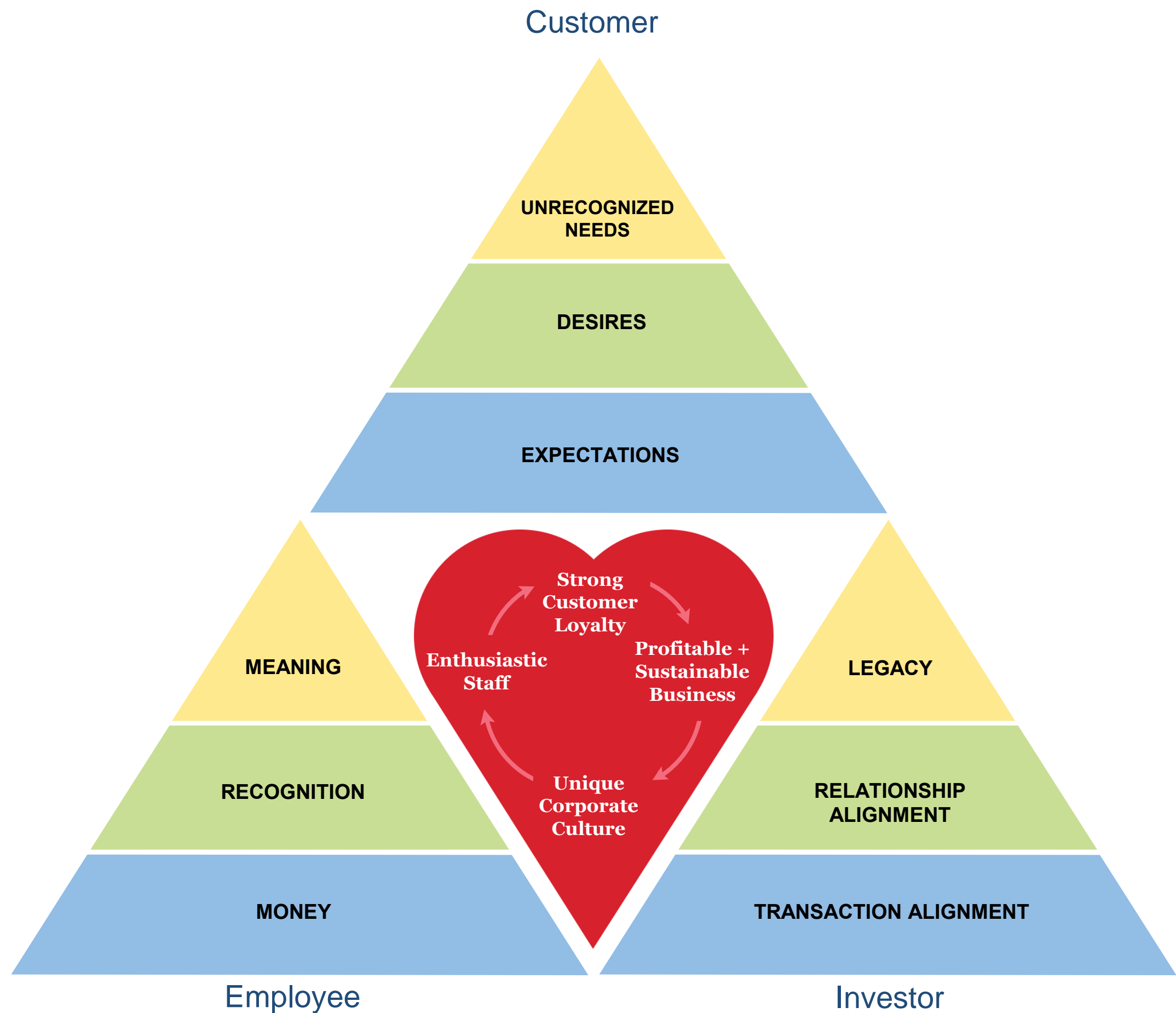
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[Retrieve Reservations](#)

[Travel Agents](#)

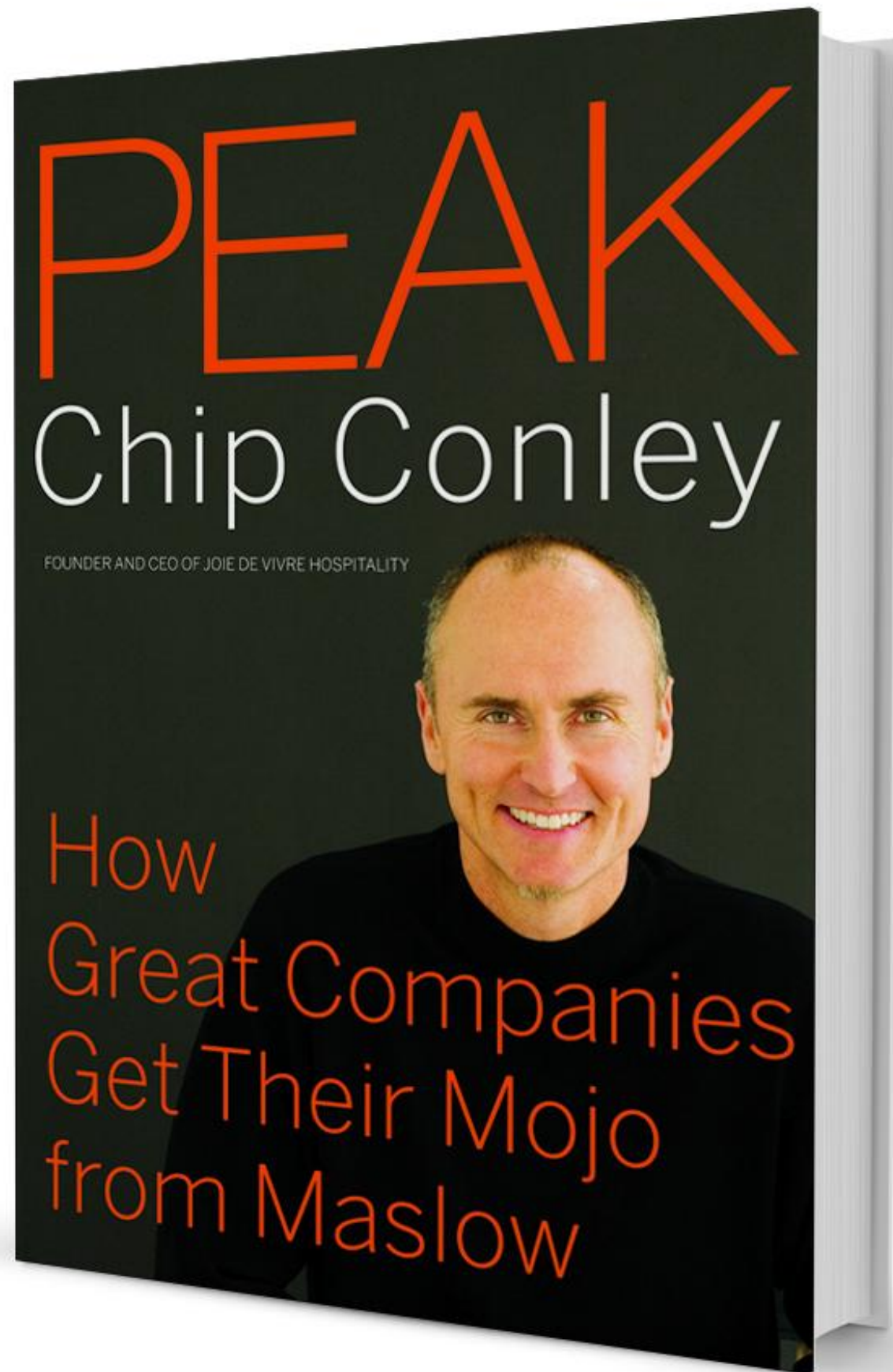






Peak Performing Organizations Consciously Using Maslow





Creating Peak
Experiences Creates
Peak Performance



Seek the Peak

chipconley.com

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