

# *Using Elevated Moments to Facilitate a Culture of Service and Care*

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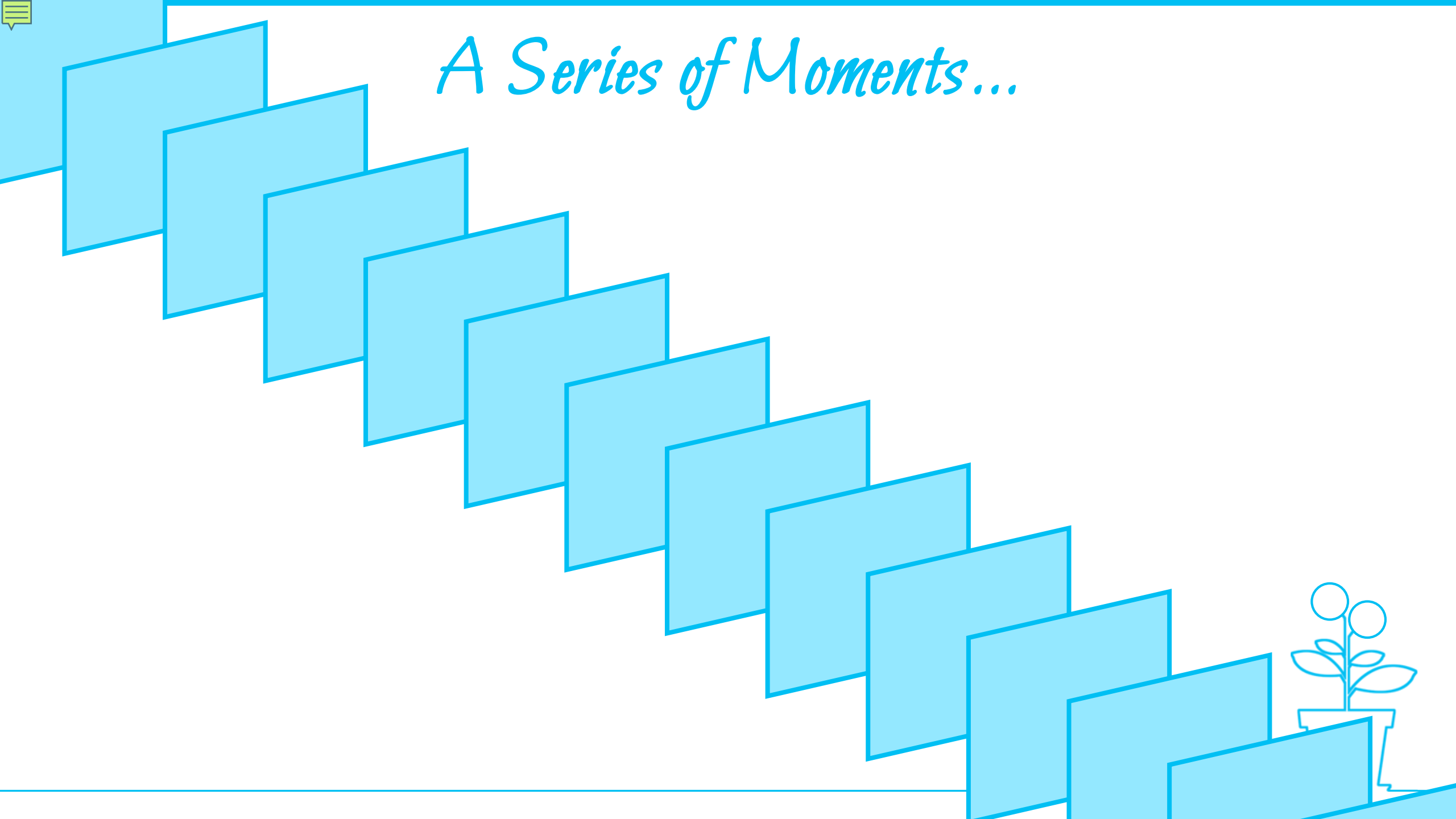


# Learning Outcomes

*Participants will be able to...*

- 01 Articulate and provide an example of a specific “type” of moment.*
- 02 Employ one small-scale strategy to engineer a moment that reinforces a culture of care and service.*
- 03 Design a day with powerful moments.*

# *A Series of Moments...*





*Fixing a pothole is  
not a peak moment.*



# Strategies for Fostering an Experience

Strategy 1: Eliminate  
the Negative

Strategy 2: Elevate  
the Positives



7

Very  
Bad

Neutral

Very  
Good

# Strategy 1: Eliminate the Negative

80% of Effort



1

2

3

4

5

6

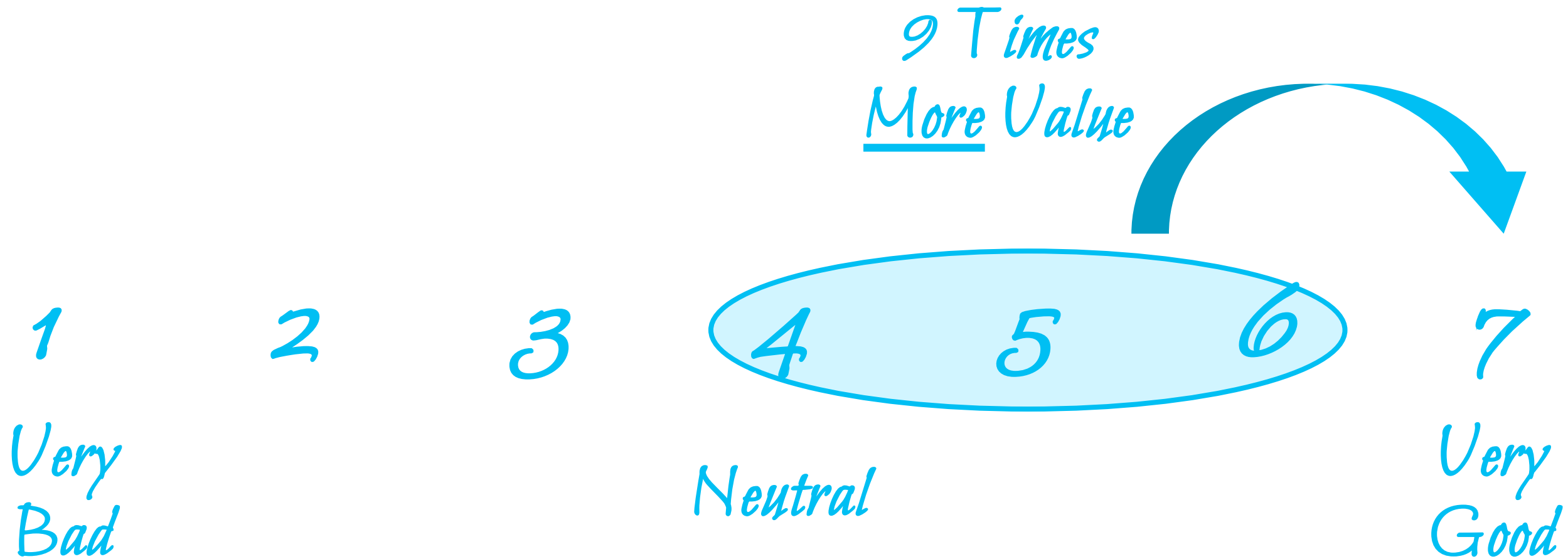
7

Very  
Bad

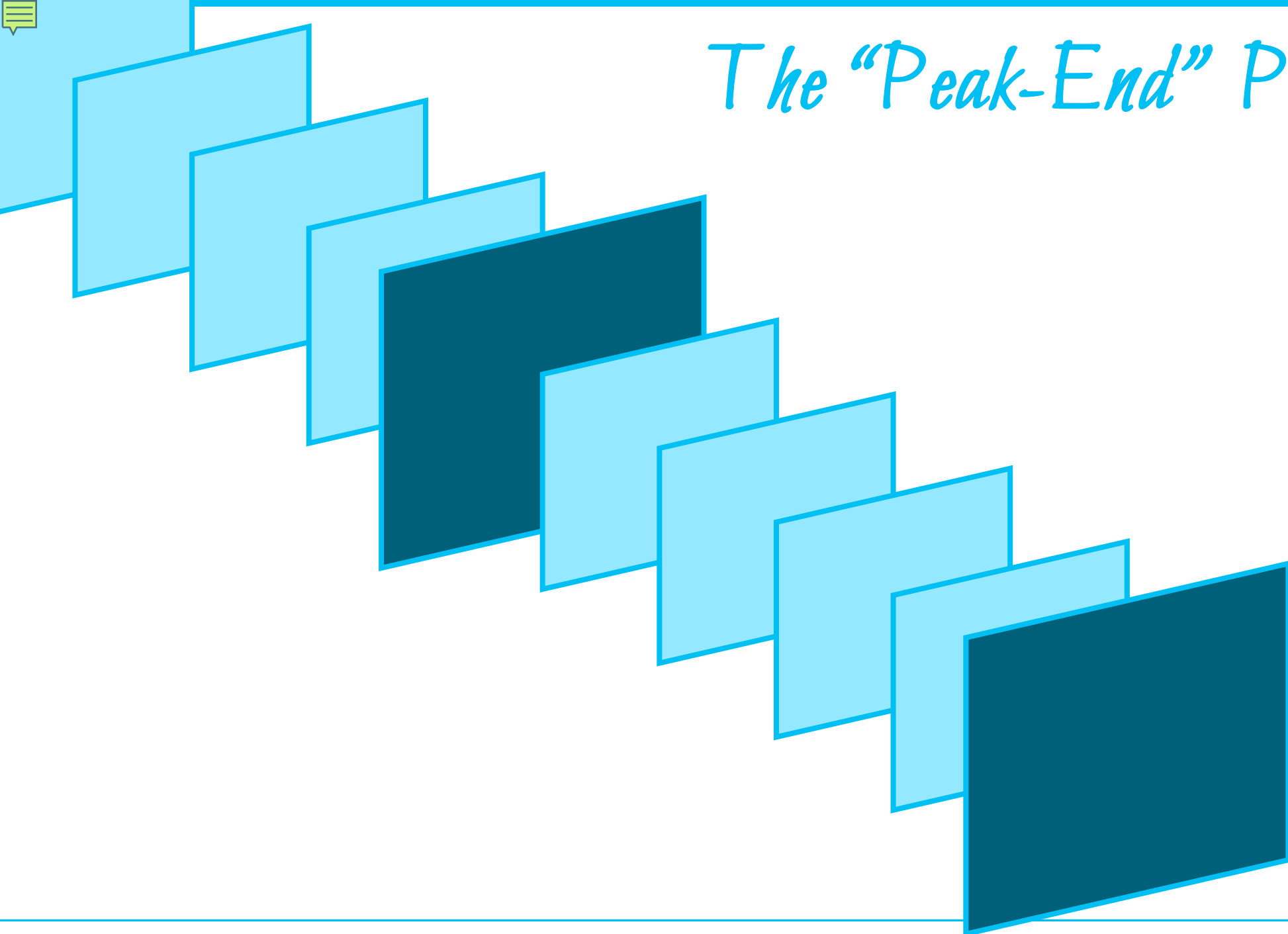
Neutral

Very  
Good

# Strategy 2: Elevate the Positives

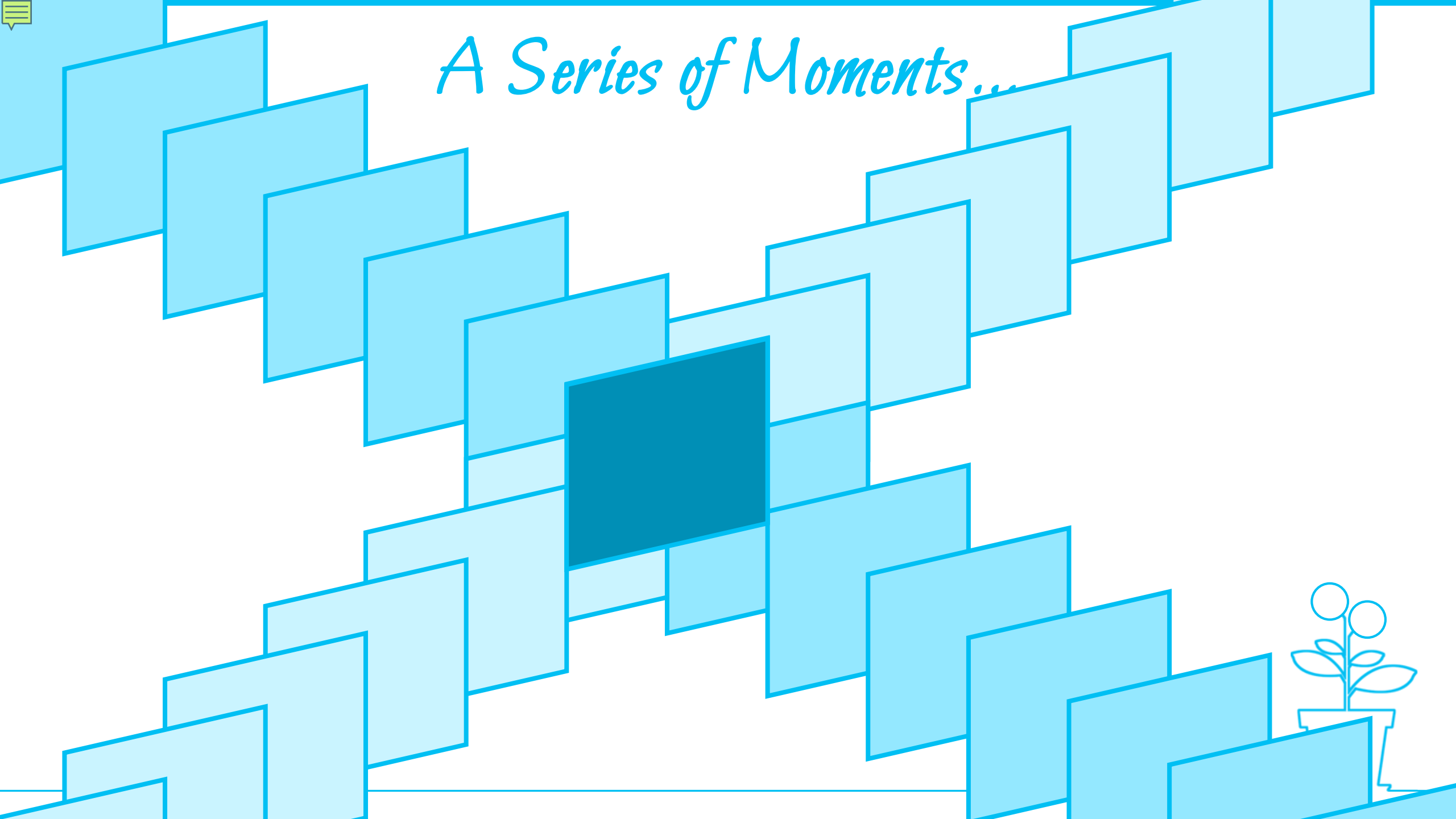


# The "Peak-End" Principle





# *A Series of Moments...*



*“...I want them to know that I cared about them before there was a problem.”*



Humans of New York

May 11 · 🌐

“My students like pro wrestling, so I try to keep up with it so I can talk to them. And if there’s a new video game that I hear them talking about, I’ll go pick it up. The big one now is NBA 2k. I’ve created a player profile and everything. My player is 7’4.” He’s a monster. But anyway, I just want to participate in the conversations they enjoy, because I know there are going to be times when there needs to be a tough conversation. And I want them to know that I cared about them before there was a problem.”





# Types of Moments



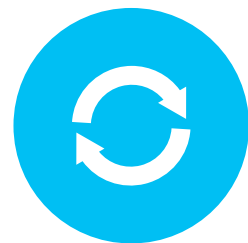
*Elevation*



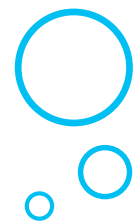
*Insight*



*Pride*



*Connection*





# *Moments of Elevation*



*“...moments of elevation can be hard to build. They are no one’s ‘job’ and they are easy to delay or water down.”*

*-Power of Moments*

# Elevated Moments

Flight Attendant Rapping  
Instructions



RAs accepting the  
Position (TCU)



Popsicle Hotline (UTA)



Solar Eclipse on Move-In Day



TPE Process (TCU)



Hall Council Event





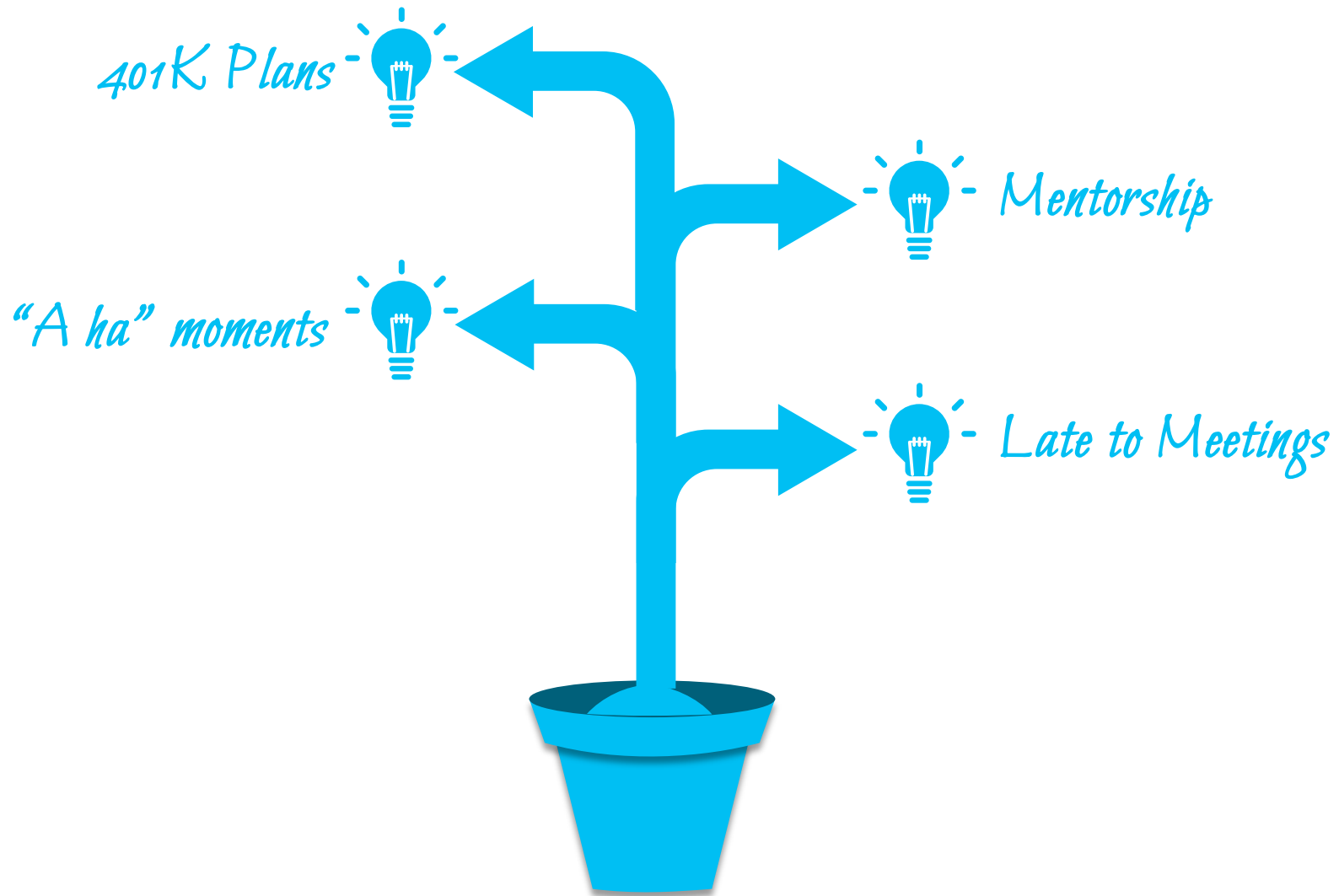
# *Moments of Insight*



*“My dad would ask me every week, ‘what did you fail at this week?’”*

*-Sara Blakely*

# Moments of Insight





# Moments of Pride

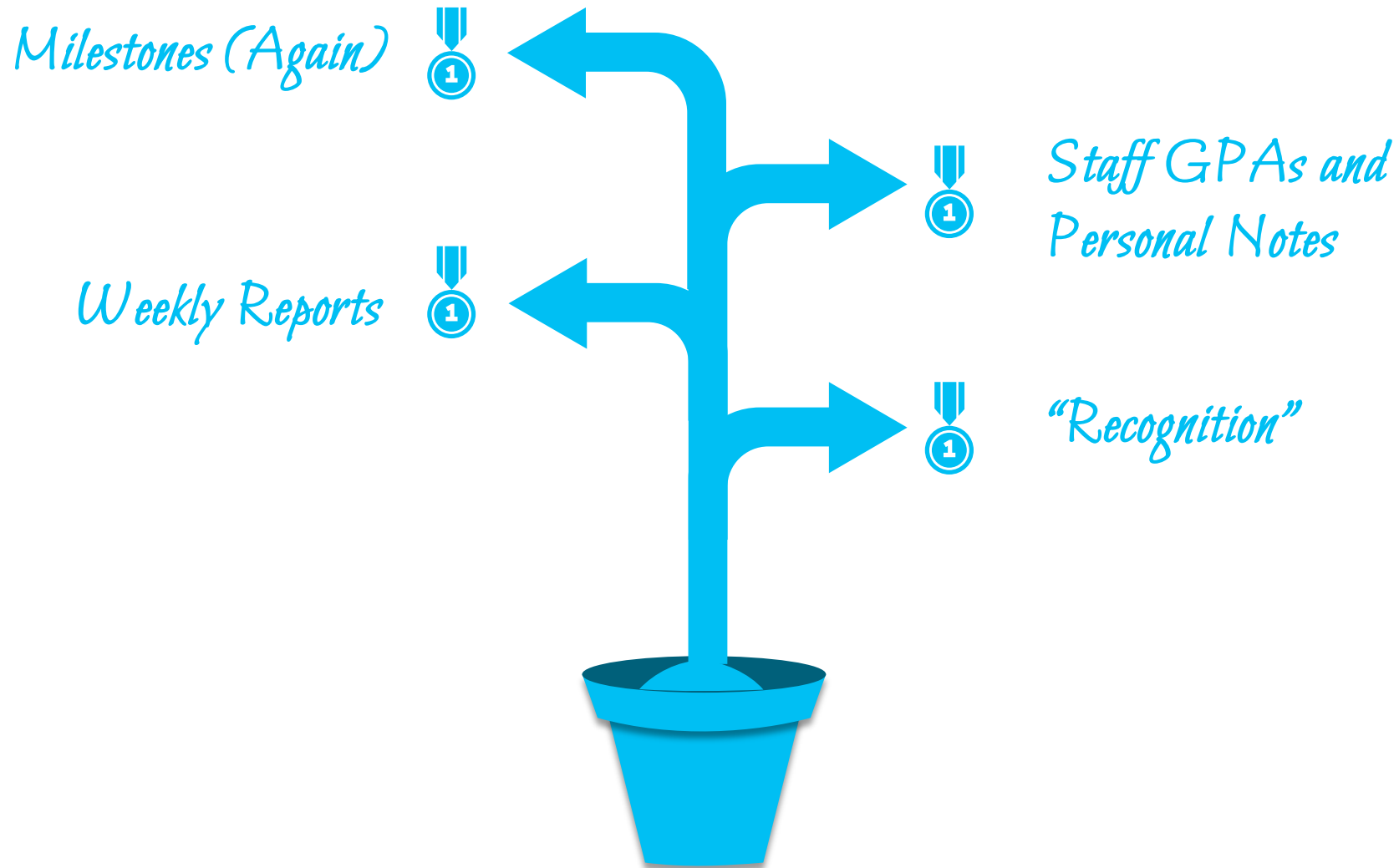


*“80% of supervisors say they frequently express appreciation, while less than 20% of employees agree.”*

*-Carolyn Wiley, Researcher*



# Moments of Pride





# Moments of Connection

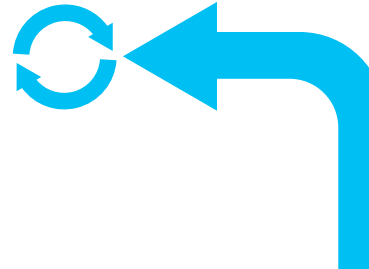


*“They didn’t care that my loaves weren’t perfect,  
only that we had something to share.”*

*-Bread Baking for Beginners*

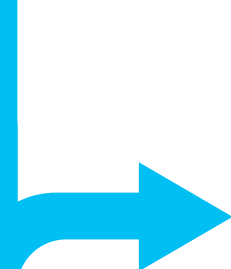
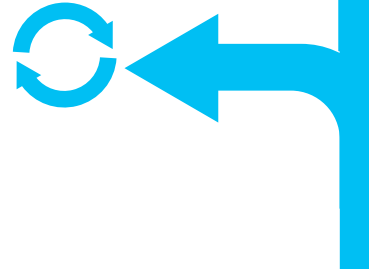
# Moments of Connection

*Welcome Cards from  
Returning Residents*



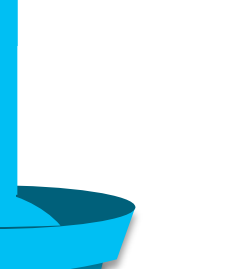
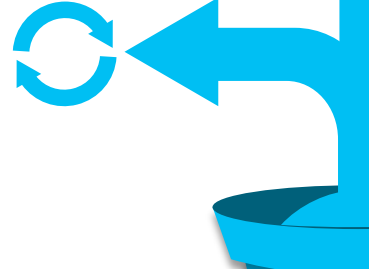
*Subtle changes to our words*

*Automate Follow-Ups*

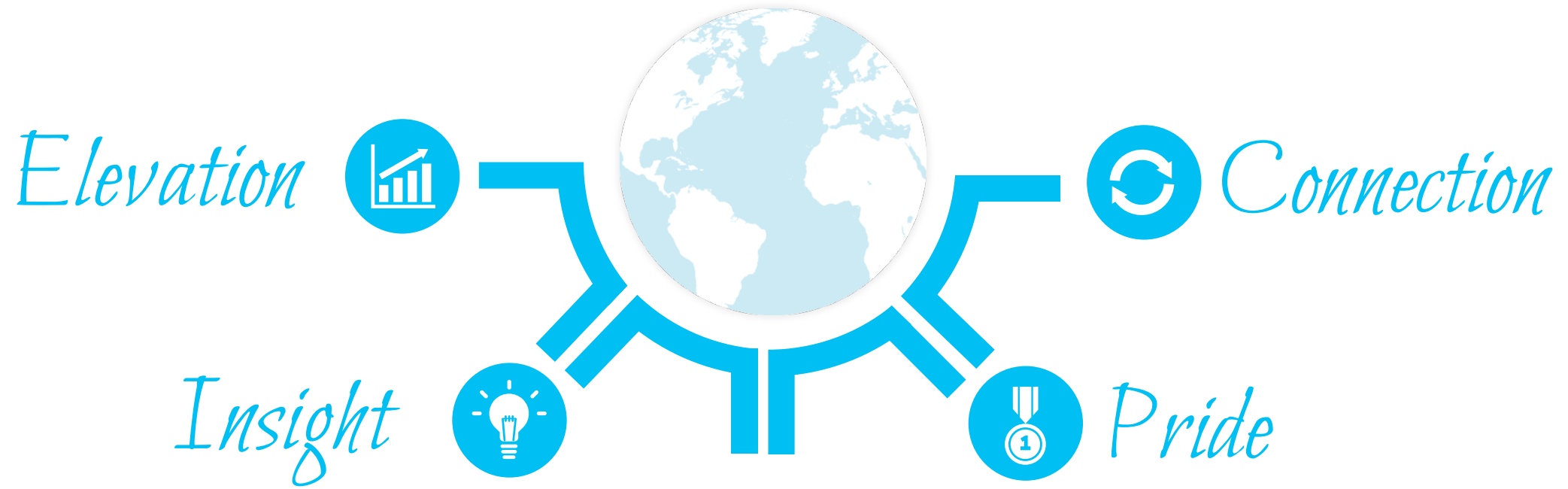


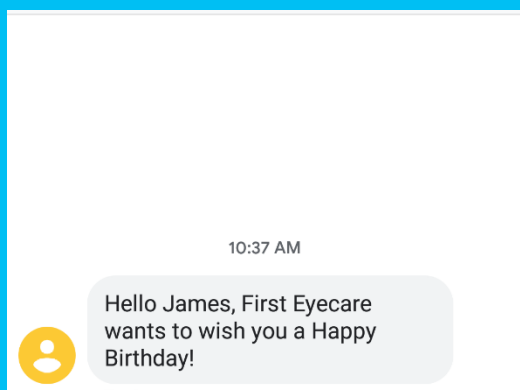
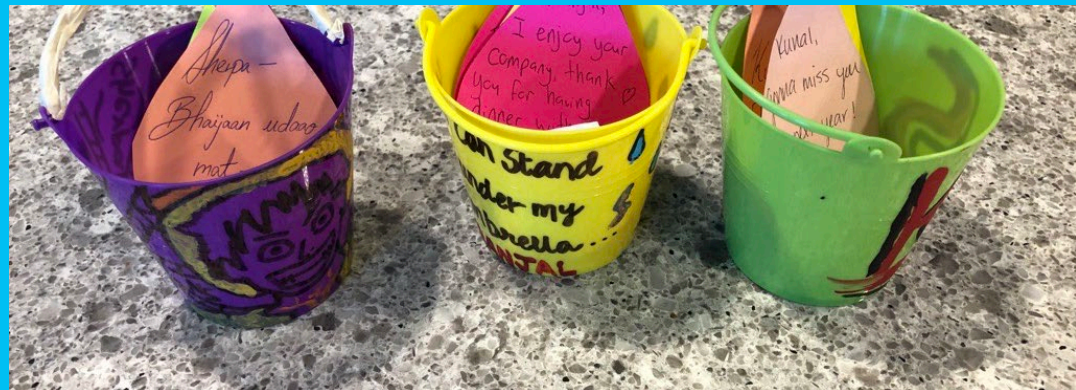
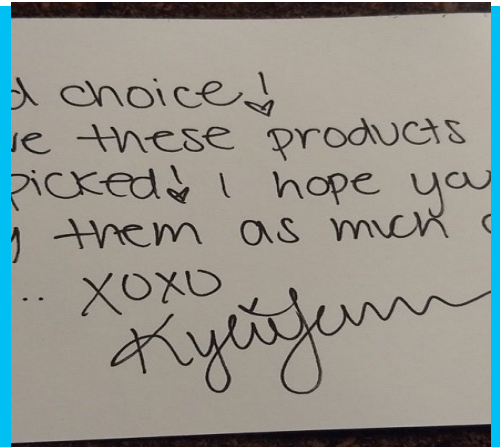
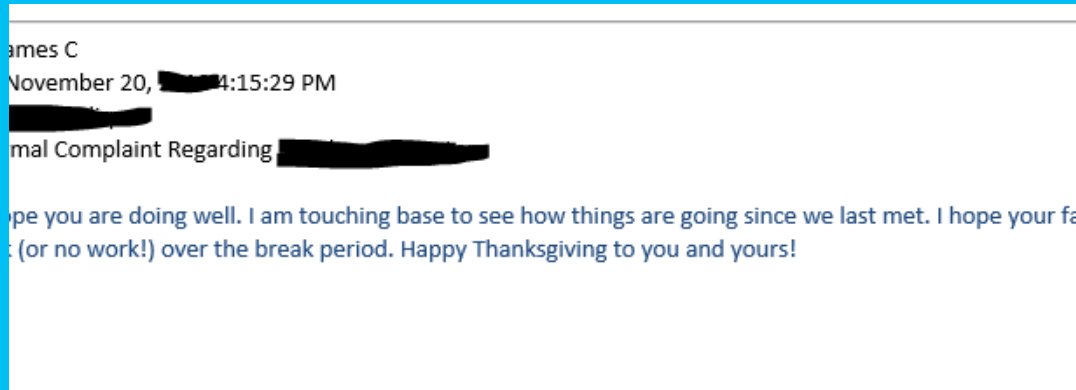
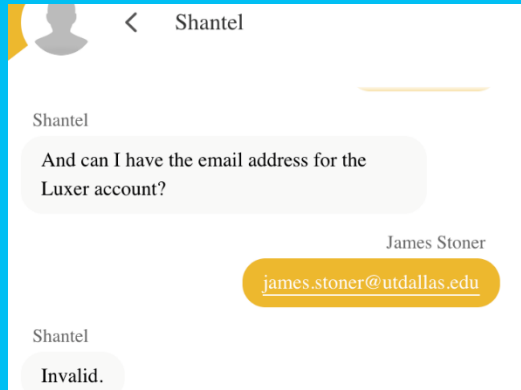
*Drops & Buckets*

*Upset Student and  
Graphic Novels*



# Design a First Day of Employment





# The Power of Moments





*Go forth...*

*...and make Meaningful Moments.*

**Take the  
Survey!**

