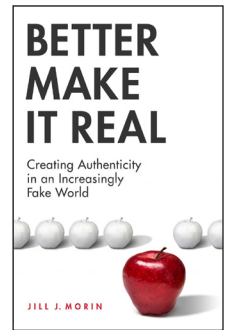


Better Make It Real

Businesses everywhere are rebooting on the heels of the Great Recession. Says author and CEO Jill Morin, it's time to really get real. Her solution: the 4Ps and Total Experience Design™.



Organizational authenticity isn't a destination—it's a journey.



Fake it—or make it.

Today, it's the mantra of Jill Morin, author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World* (Praeger, 2010, \$32.95) and CEO of Kahler Slater, a global interdisciplinary design enterprise.

Morin is a woman on a mission. Passionate about organizational authenticity—how companies live out their promises to stakeholders—she's here to enlighten executives and entrepreneurs rebooting their businesses after the Great Recession. Her message: It's time to really get real.

For the first time in recent history, trust and transparency are more important to corporate reputation in the United States than the quality of products and services, according to the 2010 Edelman Trust Barometer, an annual survey on trust and credibility conducted by PR giant Edelman. And while trust in business is up modestly in the U.S.—after plunging 20 percent in 2009—the rise is tenuous, the survey reveals. CEOs rank next to last on the list of trusted spokespersons, and nearly 70 percent of people worldwide say that companies will revert to “business as usual” after the economy recovers. Additionally, U.S. job satisfaction is at a 22-year low, according to a 2010 Conference Board report, and by most every measure, the consumer outlook is bleak.

The *good* news?

Organizational authenticity is attainable, declares Morin. However, it isn't the goal, she says, but the result of providing, consistently and over time, an authentic “total experience” to your stakeholders—employees, customers, vendors, and other business partners. In short, Morin affirms, organizational authenticity isn't a destination—it's a journey.

Morin's roadmap is Kahler Slater's Total Experience Design, a specific, step-by-step process for designing stakeholder experiences that are “authentic, intentional, and wholly integrated.” Among its champions: Google, Sundance Cinemas, National University Hospital of Singapore, and numerous entrepreneurial enterprises.

The 4P Model™—*Perception, People, Products and Services, and Place*—is the compass of Total Experience Design, explains Morin. Providing a unique, foundational framework, the 4Ps help drive a multitude of critical choices and decisions on key business issues: image, brand, quality, innovation, talent, environment, and more.

In *Better Make It Real*, Morin presents a comprehensive guide to implementing Total Experience Design inside organizations of all types and sizes. She also shares behind-the-scenes stories from Kahler Slater clients and projects, and provides in-depth accounts of the 4Ps at work in real-life businesses. Other advice and insights:

**BETTER MAKE IT REAL:
Creating Authenticity
in an
Increasingly Fake World**

Jill J. Morin

Praeger

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- ▶ Nine universal truths of leveraging “experience” as a differentiating factor
- ▶ Why experience isn’t just for high-concept companies, but every company
- ▶ How to avoid theater and set the stage for authenticity
- ▶ Why everyone in the organization must create and own the story, not just marketing, advertising, or PR
- ▶ The 5D Process™—*Discover, Dream, Define, Design, and Deliver*—and how to adapt it to your business

Bottom line: Organizational authenticity is sorely lacking—and urgently needed. On the heels of the Great Recession, Morin rolls out a roadmap to “real”—helping executives and entrepreneurs find their way forward.

Jill J. Morin is a “3EO” (one of three co-CEOs) of Kahler Slater, a global interdisciplinary design enterprise specializing in Total Experience Design, a unique process for defining and expressing organizational authenticity through the design of wholly integrated stakeholder experiences.

Author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World* (Praeger, 2010, \$32.95), Morin is an expert in Total Experience Design and a sought-after speaker and media source in the areas of organizational authenticity, visionary leadership, business and brand identity, and workplace creativity and innovation. Contact her at jill@bettermakeitreal.com.

Kahler Slater was founded in 1908 by an up-and-coming architect in Milwaukee, Wisconsin. More than a century later, the company has grown from being a regional provider of architecture and interior design services to becoming a global, interdisciplinary design and consulting enterprise with 150 employees, six offices, and projects in North America, Asia, and Europe. The firm’s work has been recognized by *Time* magazine and numerous other business and media organizations, and for six consecutive years (2004–2009) Kahler Slater has been recognized as one of the “50 Best Small and Medium Companies to Work For in America” by the Great Place to Work Institute® and the Society for Human Resource Management.

Today, Kahler Slater is celebrated as the creator of Total Experience Design, a unique design process used by visionary leaders in the fields of business, healthcare, higher education, sports, and entertainment. Among the firm’s clients are Global 1000 companies and rising corporate and entrepreneurial enterprises, including Google, Manpower, Mayo Clinic, MillerCoors, Monster.com, Sundance Cinemas, and University of Wisconsin. Learn more on the Web at kahlerslater.com.

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