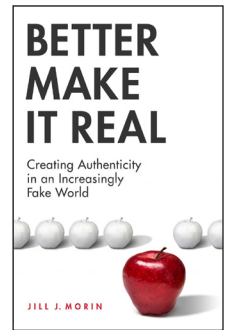


# Better Make It Real

**The 4Ps and Total Experience Design™—Go big or don't bother: testing your true readiness as a leader**



***Be prepared to move away from the present and toward a new vision of the future.***



When you commit to Total Experience Design—a unique process for defining and expressing organizational authenticity through the design of wholly integrated stakeholder experiences—you are taking on a total renovation of your business, says Jill Morin, CEO of Kahler Slater, a global interdisciplinary design enterprise, and author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World* (Praeger, 2010, \$32.95).

Total Experience Design is not about incremental change, Morin affirms. The 4P Model™ drives the design process, and the 4Ps—*Perception, People, Products and Services*, and *Place*—can govern monumental change, helping your organization to design and deliver authentic, one-of-a-kind offerings to your full community of stakeholders. Bottom line: Go big—or don't bother.

So, as a leader, are you truly ready for Total Experience Design? If you are, or at least if you *think* you are, put yourself to the test with nine guiding principles:

## **1. Be willing to let go of the way things are now**

Your current organization likely represents the realization of many hard-earned goals. Still, be prepared to move away from the present and toward a new vision of the future. So the question is, how much of “all this” are you willing to throw out the window? Now is the time to get really clear on your answer.

## **2. Gauge your attention span**

Know thyself. Few leaders admit they've contributed to, or even singlehandedly created, a culture based on a short attention span. But if you have a track record for adopting pet projects only to abandon them, own up. Acknowledge your lack of follow-through, and appoint a co-leader—someone known for his or her staying power—to help keep you focused and committed.

## **3. Share ownership in the change**

Leave no one out. Everyone has a part, and everyone has a stake in success. The ability to affect change grows with your willingness to share power with stakeholders. Employees, customers, vendors, and perhaps community leaders have a role in the transformation you seek to achieve. It must be a shared vision—an opportunity for everyone to participate in the possibilities.

## **4. Accept the mess**

Total Experience Design is a slow, iterative process, not an overnight event. Many changes materialize gradually. Others happen quickly, but need to be modified. Bottom line, it's a messy proposition. As with any

renovation, the demolition and construction phases produce a lot of debris. Accept the dust, dirt, and rubble. They'll be with you for a while.

**5. Manage your inner control freak**

This is a shared endeavor, and it won't be entirely successful unless you loosen the reins and let go of control. As a leader, you're there to champion the vision and keep people focused on the big picture. At the same time, you need to sit back and let others drive the process. This is a story that everyone must create and own, not only as a group but also as individuals.

**6. Match your behaviors to the new vision**

Your design is bound to incorporate changes in how employees relate to one another and to the customer. Model those behaviors yourself, early and often and in earnest. Your process needn't be complete before you become a genuine role model.

**7. Champion your champions**

Not everyone will be on the side of change at first. Some people just don't like change, and others fear what they might lose, including their turf. However, if you have even a few champions—people energized by future possibilities—you've got the change evangelists you need. Shine a light on them, and the resisters might even see the way forward.

**8. Encourage people to speak their minds**

Without diverse voices and viewpoints, innovation isn't possible. Be resolute in asking people to speak up. Engage everyone—especially the doubters and naysayers—to raise issues and share opinions without hesitation or fear. You will not only learn a lot but also open the doors to true creativity and collaboration.

**9. Plan B: Fuhgeddaboutit!**

There is no Plan B. *This is it.* So, if you're thinking that you can always fall back on Plan B, think again. Total Experience Design is a commitment to sustainable, authentic differentiation. It will revolutionize how you show up for your stakeholders and how you create and celebrate success. Commit to it—or fuhgeddaboutit.

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