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Environment Matters

By TIP OF THE DAY
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"Walk into any commonplace business and you are entering a world of experiences. Every encounter, whether intentionally designed or left to chance, holds a multitude of sensory and behavioral cues that tell a significant story about the business."

Jill J. Morin
Kahler Slater
Author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World*
Milwaukee
www.kahlerslater.com

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Authenticity Can Be Designed

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"Authenticity stems from knowing who you are, what you believe in, and what you want to be to your marketplace. If that requires designing your deliverables down to minute details, so much the better. Your offerings will be clear, and you will attract your ideal customers."

Jill J. Morin
Kahler Slater
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"Truth is, just because a business says something is so, doesn't make it so. In fact, the more you say something is so, the more glaring the gaps are to your stakeholders. They recognize the disconnect and can feel confused, disappointed or even ripped off."

Jill J. Morin
Kahler Slater
Author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World*
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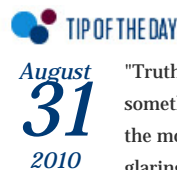
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Determine What Went Wrong

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"Customers who engage with a business once and never return can become invisible to an organization. But, unless they were making a once-in-a-lifetime transaction, such as buying their dream home, odds are, something went wrong. At your company, you may find that some one-time customers aren't the right fit for you. Others, however, were attracted to you for a reason, and it's important to figure out why they didn't return. Their indifference should matter to you."

Jill J. Morin
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Employees Matter Too

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"The behind-the-scenes feel of an authentic organization isn't that different from the customers' experience. Translation: Your employees deserve the same kinds of considerations that your customers do. The break room, for example, should provide a natural transition from "on the floor" to "off the floor" -- clean, comfortable and organized, and designed with similar themes, furnishings, and finishes. Luxury isn't the key here. Just avoid harsh or drastic changes between the customer and employee experience."

Jill J. Morin
Kahler Slater
Author of *Better Make It Real: Creating Authenticity in an Increasingly Fake World*
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