

## Example: ABC Data Integration Company

### Introduction

At the heart of every customer journey is a **transformation—not just of outcomes, but of emotions**. Your customers come to you with needs, desires, and a certain emotional state.

The question is:

- **How do they feel before they engage with you?**
- **How do you want them to feel after?**

The **Three Feelings to Cultivate** are the specific, intentionally chosen emotional shifts you want your customers to experience as they move through your brand's ecosystem—from first touch to lasting loyalty.

The aim is to move the emotional experience of customers:

- From a problem to the solution
- From pain to relief
- From overwhelm to calm
- From happy to fulfilled

Once identified, these three core feelings become your emotional compass. They should be woven into every message, every moment, and every touchpoint:

- Every email
- Every web page
- Every product interaction
- Every phone call
- Every social media post

When your whole team knows the three feelings you're committed to creating, you unlock the ability to connect deeply—with both the hearts and minds of those you serve.

Think of your Three Feelings to Cultivate as the **three legs of a sturdy, trusted stool**: distinct, complementary, and strong enough to support the entire customer experience.

For example:

- “Safe, Smart, and Hopeful” creates a full arc of transformation.
- In contrast, “Happy, Content, and Joyful” may feel repetitive—like three flavors of the same note—and won’t offer the emotional range needed to truly guide your customer’s journey.

Behind every powerful brand is a set of intentional emotions.

Behind every successful movement is a feeling people want more of.

Behind every enduring business is an experience people want to return to—because of how it made them feel.

# Three Feelings to Cultivate Finder™

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**Now is your chance to choose those feelings on purpose.**

What are the Three Feelings to Cultivate that will elevate your impact, inspire devotion, and become a signature of your brand?

## **The Approach**

1. Meet Them Where They Are
2. Uncover What They Want to Feel
3. Commit to Three Feelings

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### PART ONE - MEET THEM WHERE THEY ARE

1. **Reflect on your customer.** “Who They Are” and “What They Need” when they come to you. (Refer to your 4-Page Growth Plan™.) Write down their attributes, problems, needs, and desires.

#### Who They Are:

- CFO of a mid-sized to large company
- Responsible for monthly, quarterly, and annual financial reporting
- Reports to CEO, Board, and Investors
- Smart, capable, detail-oriented, and under immense pressure
- Deeply values accuracy, speed, and professionalism

#### What They Need:

- Seamless, reliable access to unified data from multiple systems
- Tools to eliminate time-consuming spreadsheet wrangling
- Greater confidence in financial reports
- To feel respected and trusted by leadership

2. Give who they are and what they need, **what are they feeling?** Write down the feelings associated with who they are and what they need.

- Defeated
- Frustrated
- Embarrassed
- Inadequate
- Stressed

3. Reflect upon the Customer Journey. Recall how your customer felt at various stages along the journey, especially when they were deeply entwined with the problem or desire they feel. **Which feelings did your customer experience most intensely** along the journey?

- At Month-End: Panic, pressure, and frustration
- In Board Prep Meetings: Embarrassment, stress, fear of letting others down
- When Hunting for a Better Way: Exhausted, skeptical, and overwhelmed by options

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4. Think of your Authentic Customer before they learn about your company and solutions. Imagine how they feel as they search online for solutions, call friends or colleagues asking for recommendations, and search for a solution to their problem. What are they feeling in those moments? **Name the negative feelings they have as they want, need, and pine for a solution.**

Panic  
**Defeated**  
Pressure  
Inadequate  
**Frustrated**  
Embarrassed  
**Stressed**  
Fear of letting others down  
Exhausted  
Skeptical  
Overwhelmed

*From the list above, circle your customers' top three pining feelings before their problem is solved and their desires are met.*

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### PART TWO - UNCOVER WHAT THEY WANT TO FEEL

1. **Your company has the opportunity to support your customers in transforming how they feel.** In Part One, you identified three unique feelings they are having. Feelings associated with the problem they would like to resolve. Write down those feelings in the first column below.
2. **When your company solves a customer's problem and delivers the solution, how will his or her feelings transform?** What will be the new feelings your customer will feel? Write a list of potential feelings your customer might feel in the second column below.

Feelings Associated with the Problem	Feelings Associated with the Solution
Inadequate	Hopeful, Calm, Capable, Worthy, Successful, Self-assured, Poised, Trusted, Confident, In Control, Powerful, Empowered, Resilient, Equipped, Proficient, Assured, Composed, Grounded
Embarrassed	
Stressed	

3. **Review the feelings you wrote down above -- the feelings associated with the solution.** Notice how some of the feelings might be very similar, like excited and elated, while other feelings are uniquely different, like triumphant and self-assured.

Choose three distinct feelings you would like customers to experience from your company. Elicit three feelings that are unique from one another, giving a three-dimensional experience. Next, search for synonyms for each of the three feelings. Search for the specific feeling you hope your customers will feel when they have received and benefited from the solution your company offers.

Feelings Associated with the Problem	Feelings Associated with the Solution
Problem Feeling #1:  Inadequate	Solution Feeling #1:  Equipped, Proficient, Capable, Assured
Problem Feeling #2:  Embarrassed	Solution Feeling #2:  Confident, Self-assured, Poised, Trusted
Solution Feeling #3:  Stressed	Solution Feeling #3:  Composed, Grounded, Calm, Relieved, Respected, Activated, Certain, Secure

### PART THREE - COMMIT TO THREE FEELINGS

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Now it is time to **choose three specific feelings** you want to incorporate into every aspect of your company brand, communications, images, and experiences. To help you decide on three feelings you choose to cultivate, ponder these questions:

1. Which three feelings would be most clearly desired by your customers?
2. Which three feelings work well together, but are unique and distinct? Like three legs on a stool.
3. Which three feeling words are most accurate and specific? Words like happy, good, and fun are often trite and non-specific. Find the specific words that will create absolute clarity for you and your team about the experience you aim to create.
4. Together, which three words can already help you see new and different ways to serve your customers? Which words will inspire you and your team to bring a unique experience, different to the competition, to customers? Which three words will result in a remarkable experience for your customers, an experience they will not find with any other company?

In the space below, go ahead and commit to **Three Feelings to Cultivate**.

### FEELING TO CULTIVATE #1

Capable

### FEELING TO CULTIVATE #2

Confident

### FEELING TO CULTIVATE #3

Certain

**Congratulations! You've selected Three Feelings to Cultivate!**  
**Write them on your 4-Page Growth Plan™!**