



## Three Feelings to Cultivate Finder™

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# Ask Yourself

- In most companies, we measure performance with metrics. We reward action. But we rarely ask the question that matters most:
  - **How do our customers *feel* after they interact with us?**
  - Are they relieved? Seen? Uplifted? Or are they overwhelmed, dismissed, or simply uninspired?
- Feelings drive memory. Memory drives return. Return drives revenue.
- If your business isn't cultivating ***three specific, emotionally resonant feelings*** consistently across the customer journey, you're missing a high-leverage growth opportunity hiding in plain sight.

If so—it's time to define your **Three Feelings to Cultivate™**.

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# Three Feelings to Cultivate

**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.

**At the heart of every customer journey is a transformation—*not just of outcomes, but of emotions.***

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

***Every interaction your customer has with your business is either building emotional trust or eroding it. The brands we stay loyal to are the ones that feel right.***



# Three Feelings to Cultivate

- *Three Feelings to Cultivate* is a Force for Good Core Growth Element designed to help you:
  - Name the three distinct emotional shifts you want your customers to experience
  - Embed those feelings into every message, service interaction, and touchpoint
  - Create an emotional arc that customers want to return to again and again
- Once defined, your Three Feelings become your brand's emotional signature.



# Three Feelings to Cultivate

## A Tool to Create Emotional Resonance at Every Step of the Customer Journey

- 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.

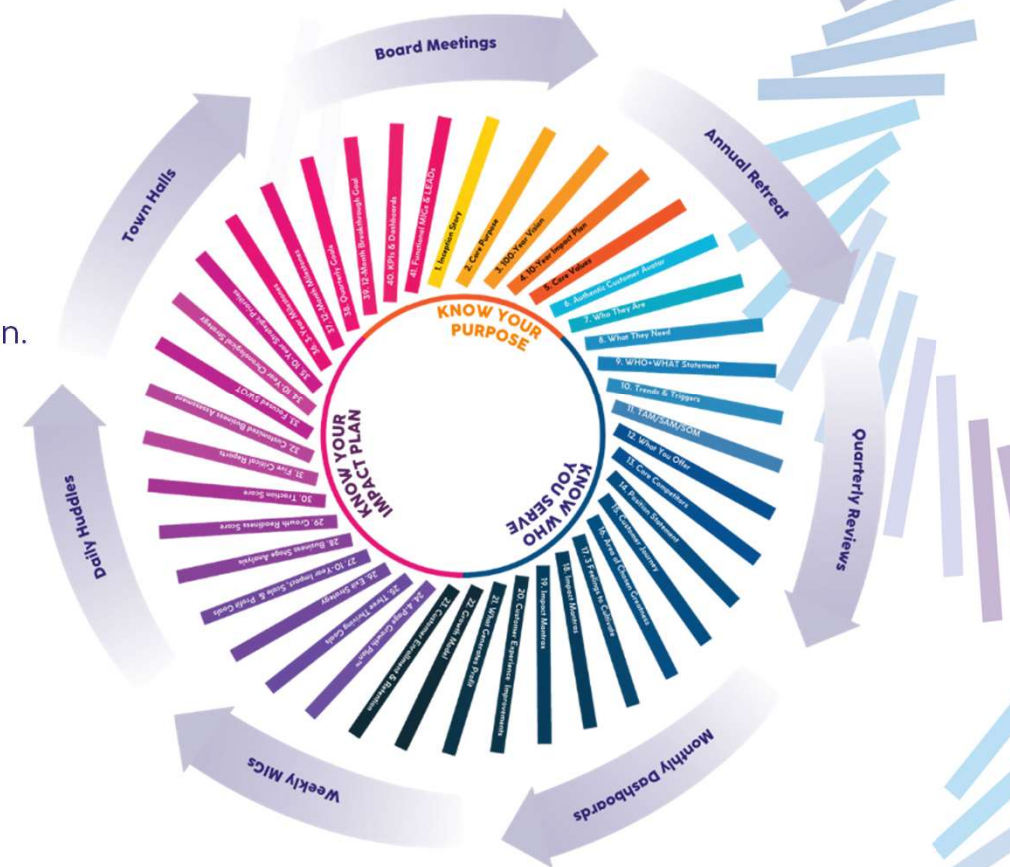
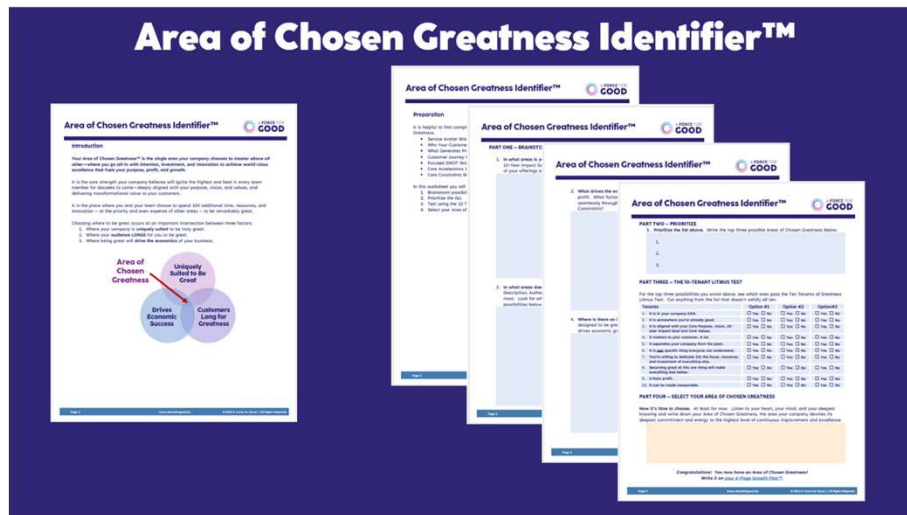


# A FORCE FOR GOOD Today's Focus

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- Core Growth Element: Three Feelings to Cultivate
- Today's Tool: Three Feelings to Cultivate Finder™
- Workshop Goals:
  1. Use the Three Feelings to Cultivate Finder™
  2. Define Three Feelings to Cultivate
  3. Identify one High-Leverage Habit and one High-Potency Action.

Download the Three Feelings to Cultivate Finder™ now!





## 3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- **4-Page Growth Plan™** – In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- ***Know Who You Serve***
- This section defines your customer – it inspires this Core Growth Element:
  - **Three Feelings to Cultivate**
- Influences everything on the 4-Page Growth Plan™.



# Three Feelings to Cultivate

- The aim is to provide a ***transformational experience***:
  - From a problem to the solution
  - From pain to relief
  - From overwhelm to calm
  - From happy to fulfilled
- What are your customers feeling that they want to transform?
- What are the feelings they want to elevate?
- Where do you want them to end up?





# Three Feelings to Cultivate

## Why Do Feelings Matter?

- In another Masterclass we tracked the Seventeen Steps of the Customer Journey. One of the lenses we looked through was the lens of feeling. Perhaps you noticed the highs and lows your customer experienced along the way.
- At certain moments, your customer might feel more excited and hopeful, while at others they may feel more frustrated or even angry.
- It is important to understand the overall tone of their experience.
- Some businesses, like a clothing retailer or an amusement park, might experience customers in a generally light, happy state, while other businesses, like hospitals or funeral homes, have customers who are generally in a more somber mood.
- Ideally, the many messages, images, and experiences your company provides will meet your customer where they are and then aim to elevate them.
  - Taking someone from devastated to ecstatic is probably too big of a stretch,
  - But devastated to composed might be just what a person needs.
- Sense what your customers might be feeling, and try to understand what would soothe, heal, elevate, or transform them.



# Three Feelings to Cultivate

## Why Emotions Drive Growth:

- Loyalty isn't logical—it's emotional
- Customers return because of how your company makes them *feel*
- Teams align and act with clarity when they know the emotional destination
- Culture + consistency = a brand people *trust, refer, and remember*



## Why Founders Don't Bother?

## Why the Three Feelings Get Overlooked?

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1. We're busy optimizing funnels—not feelings.
2. Emotional strategy feels “soft” or hard to measure.
3. Founders assume team members “just know” what the brand should feel like.
4. The founder’s original emotional signature gets diluted as the team grows.
5. We’ve never been taught to name or operationalize emotion in business.

*Every customer interaction is a chance to **elevate** the moment. Make it matter.*



# Why You Need the Three Feelings to Cultivate?

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1. The simplest, and most powerful way to unite your team – giving them three feelings they can share authentically – aligning your brand
2. Builds a distinct, emotionally resonant brand experience
3. Transforms team alignment from passive to passionate
4. Deepens customer memory, advocacy, and referrals
5. Aligns your personal leadership experience with the company's purpose
6. Helps you scale a business that *feels* as good as it performs

*The heart of your customer journey isn't in your funnel—  
it's in your empathy.*



## Example: Allumé

- In another masterclass, I explained how Allumé selected our Area of Chosen Greatness to be recruiting, engaging, and retaining reliable nurses.
- With that, our team became our primary area of focus for everything.
- Thus, when we considered our nurses and what they most longed to feel, we surveyed them on their desires and expectations of an employer, and we assessed their core motivations. We discovered that what they long for is to feel ***valued, appreciated, and deeply cared for.***
- As we dug deeper into the needs of our patients and families, we found their longings were similar.
- Thus, these feelings—value, appreciation, and deep care—became the intended feelings we wanted to cultivate for the company. We aimed to ensure these feelings were embedded into every system, process, and communication we made.





# Three Feelings to Cultivate

## Meet Them Where They Are

- In order to support your customer on their journey to transformation, you must know and feel where they are when they arrive at your door (or website, or your ad in a magazine).
- It is important to be laser specific. If they are feeling hopeful, what components are playing into that? If they are feeling discouraged, which word precisely characterizes their annoyance? It is also helpful to remember that how your customer is feeling while searching for the solution you offer varies dramatically, depending on what you offer.
- If your customers come to you shopping for bridal shoes, they will feel very different from someone planning a funeral and needing a casket for a loved one.



## Uncover What They Want to Feel

- Having defined how the customer is feeling as they approach you, and knowing what you can offer, it is time to determine the leap in feelings you are looking to cultivate.
- Notice how the journey of the customer led them to new, desired feelings. After you brainstorm the list of the emotional states you'd like to deliver for your customers, review the feelings you wrote down.
- Notice how some might be very similar, like excited and elated, while other feelings are uniquely different, like triumphant and self-assured. Ultimately, your three feelings will be truly unique from one another and express a three-dimensional experience.



# Three Feelings to Cultivate

## Meet Them Where They Are

- A bride-to-be looking for bridal shoes might feel *hopeful, elated, and nervous* when she arrives at Beatific Bridal Shoes.
- A mother looking to enroll her third-grade daughter who has just been diagnosed with dyslexia into an online reading program is feeling *overwhelmed, worried, and fragile*.
- A CFO struggling each week to provide the data her CEO and Board of Directors want to receive because the information lives in several disparate systems, visits ABC Data Integration website feeling *inadequate, embarrassed, and stressed*.



## Uncover What They Want to Feel

- She longs to leave with a pair of perfect bridal shoes—ones that make her feel like royalty. She wants to feel *beautiful, celebrated, and 100% certain* she is leaving with the pair of her dreams.
- The mother longs for a program that will help her daughter experience success in reading. This will help transform her experience to *empowered, relieved, and grateful*.
- The CFO will feel *capable, confident, and certain* when she rolls out the new integrated-data dashboard.

*Move your business from **transactional** to **transformational** by choosing how you want people to feel.*



# Three Feelings to Cultivate

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.
  - **“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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**Meet Them Where They Are**

**Uncover What They Want to  
Feel**

**Commit to Three Feelings**



# Three Feelings to Cultivate Finder™

- Let's walk through the **Three Feelings to Cultivate Finder™**
- Example:
  - Fictitious Company: ABC Integration Company
  - Integration, analytics, and reporting software
  - Shared Avatar: Francine, CFO of a large financial institution who provides complex reports to her CEO and a demanding public board





# Pause to Acknowledge Wisdom

## New Clarity, Deeper Knowing. Practical Power.

- ✓ Loyalty lives in emotional resonance, not just satisfaction
- ✓ Your brand's emotional signature can unify both customers and teams
- ✓ You now hold a tool that clarifies what to say, build, and reinforce
- ✓ You've aligned customer growth, team culture, and founder fulfillment
- ✓ You've begun scaling with soul—and designing from the heart

*Customer loyalty is rooted not in satisfaction,  
but in **emotional resonance**.*



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# Update Your 4-Page Growth Plan

Update What Generates Profit using your  
Three Feelings to Cultivate

The image displays four pages of the FFG 4-Page Growth Plan (4PCP) template. The first page, titled 'FFG 4-Page Growth Plan™ (4PCP)', features a 'Business Model' section with a yellow circle highlighting the 'Value Proposition' area. The second page, also titled 'FFG 4-Page Growth Plan™ (4PCP)', shows a detailed financial model with a funnel diagram. The third page, titled 'FFG 4-Page Growth Plan™ (4PCP)', displays a table for 'Profit & Loss (P&L) Statement'. The fourth page, titled 'FFG 4-Page Growth Plan™ (4PCP)', shows a table for 'Cash Flow Statement'.

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# High-Leverage Habits

- **What Are High-Leverage Habits?** Repetitive rituals or checkpoints that almost guarantee growth when consistently done.
- What habit could help you focus on the **Three Feelings to Cultivate** weekly or monthly?
- Examples:
  - ✓ Add "How do we want customers to *feel*?" to all weekly team meetings
  - ✓ Review all campaigns and deliverables through an emotional lens
  - ✓ Spotlight emotional wins in customer stories and team shoutouts
  - ✓ Include a monthly audit of customer experience aligned with your 3 feelings
  - ✓ Add your Three Feelings to onboarding and job descriptions

*Elevate your messaging by rooting it in emotional transformation.*

Choose one  
**HIGH-  
LEVERAGE  
HABIT**  
you will start this  
week.



# Identify High-Potency Action

- **What is a High-Potency Action?** – *A bold, intentional action that delivers quick, meaningful impact beyond daily habits.*
- **What one bold action could you take this week to bring these three feelings to life?**
  - ✓ Rewrite your About page to reflect your Three Feelings
  - ✓ Host a team conversation on what your brand should *feel* like
  - ✓ Send a customer survey asking how they feel at each stage
  - ✓ Identify one touchpoint that *dulls* your brand and redesign it with feeling
  - ✓ Post your Three Feelings in every meeting room, digital dashboard, and welcome kit

*Design your customer journey to take them somewhere they can feel proud to arrive.*

Choose one  
**HIGH-POTENCY  
ACTION**  
Improve you will take  
this week.



# What We Did Today ✨

- Defined one Core Growth Element:
  - **Three Feelings to Cultivate**
- Learned how to use the Three Feelings to Cultivate Finder™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

***Make your customer feel seen, and they'll stay.  
Make them feel elevated, and they'll share.***





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# The Book

- Learn more about the Three Feelings to Cultivate and Three Feelings to Cultivate Finder™ in **Chapter 7**
- Purchase the book and gain access to receive the **Force for Good Toolkit™**.
- Instructions for each tool.
- The full Force for Good System™

[aforceforgood.biz/book](https://aforceforgood.biz/book)





# Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)



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## Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

**[aforceforgood.biz/accelerator](https://aforceforgood.biz/accelerator)**



# Thank you!

Free FFG Tool of the Week:  
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