

Monthly Musings

courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362
Hurst, TX 76054
(817) 205-2334 • Fax (817) 796-2087
Email: john@thefletch.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletch.org

VOL. 7-9 • SEPTEMBER 2015

SMART DIRECTION:

Emotions Trump Everything; Trump is Trumping, too

"I'm as mad as hell, and I'm not going to take this any more."
Do you remember this [dramatic line](#) (start at the 1:30 mark), from the award-winning 1977 movie *Broadcast* (four Academy Awards), when Peter Finch's character Howard Beale proclaims his famous frustration with life?

Click on [this link](#) and ask yourself how much this scene moves you forward to 2015 and channels some of the energy and passion of Donald Trump and his frustration with illegal immigration and our nation's safety and security.

"I'm as mad as hell, and I'm not going to take this any more."

You may even reflect upon a Cowtown businessman back in the 1980s, with Western Company CEO Eddie Chiles' "I'm Mad" (about government intervention) [radio campaign](#).

You may even reflect upon... Western Company CEO Eddie Chiles' *I'm Mad* radio campaign in the 1980s.

And could there be a connection here to Disney?

It's no secret that I'm a huge fan of Disney because of the brand's relentless focus on excellence.

Playing on our hopes, fears and aspirations, political campaigns have capitalized...

One of the chief tenets of the company consists of just three words: "Emotions Trump Everything." In politics for now, that statement needs to read, "Trump Trumps Everything."

The most brilliant marketers bring a tear to our eye, a smile to our face, a nervous stomach in a tense moment, or a swelling of pride with a second's notice through print, electronic or digital media.

From last year's "Puppy Love" commercial for Budweiser to the "Dove Real Beauty Campaign" that reaches out to plus-sized women to Coca-Cola's "I'd Like to Buy the World a Coke" commercial shot on the mountaintop with youths from

around the globe, emotions drive us.

A [recent article](#) by Professor Jon D. Morris and Ph.D. candidate Taylor Wen, both from the University of Florida, explains how politicians have been among the savviest of marketers throughout the years.

Playing on our fears, hopes and aspirations, political campaigns have targeted our emotions.

According to the two authors, studies continue to show that appealing to emotion is nearly twice as effective as presenting facts or just appearing believable.

Emotions influence behavior – it's that simple. Don't think so? Just announce to your entire team that everyone is receiving \$1,000 in cash at the end of the day and watch how productive they will be. Watch their positive moods.

On the other hand, announce that your most popular employee has a terrible disease and will not return to work, and measure your team's productivity. Or share that your company is closing its doors and check the reactions.

Yes, emotions DO influence behavior.

Morris and Wen share that we view three mechanisms through our emotional lens: Appeal, Engagement and Empowerment.

- **Appeal** defines the degree to which we determine something to be positive or negative.
- **Engagement** shows the extent to which an object produces active or passive feelings. This defines the level of emotional intensity the message produces.
- **Empowerment** describes the amount of control someone feels in a situation.

The Trump Phenomenon has shown that the third, empowerment, may be somewhat more abstract, but people know it when they have it.

While nobody wants to feel anger and fear because they're low in appeal, these two feelings drive high levels of engagement and lead to a desire to be more empowered, or in control.

When Donald Trump talks about his frustrations with our nation losing its position as the world leader, he is pressing a hot button that tens of millions feel but are afraid to state. Through his actions, he is empowering us.

When he stands up against political correctness and makes what we feel are valid and potentially "culturally insensitive" statements, we feel empowered because we agree with the frustration, although not necessarily with his solutions.



John Fletcher is a recognized authority on the subject of effective communications.

He is available for speech-crafting, public speaking engagements and consulting on a project basis.

Whether or not you agree with him, Trump shines in the area of empowerment. He consistently evokes issues in a way that makes people feel anger rather than fear. He wants his audience to demand change and feel strong rather than cower and be scared and weak.

Outraged voters eagerly post his videos on social media and promote his candidacy to friends and family.

Donald Trump — and Eddie Chiles — figured it out:

1. Simplify complex issues
2. Frame the issues in a way to get a rise out of voters and infuriate them
3. Give simplified solutions

By the way, this same strategy works in business, too: Simplify the issues, emotionally charge your team, and create a simple solution.

SMART VOLUNTEER SERVICE:

Goodyear Blimp, Concorde

I rode in the **Goodyear Blimp** in 1989. Oh yes, and that was the **SECOND** best part of my day!

You see, earlier that same day, I had flown into the air show from New York — on the **CONCORDE!**

I was a member of the event committee for the Texas Air Expo and oversaw marketing and publicity for this show, which also featured the Thunderbirds precision flying team. No, I did not get to fly with them!

So yes, **sometimes community service does have its rewards**, but rarely this spectacularly. Because I had devoted so much time to the project over a two-year period, my reward was a free one-way ride on the Concorde. Of course, I had to pay my way to New York and overnight hotel!

One of the great thrills occurred when riding the blimp. Also on board was the crew from the Concorde. The blimp captain allowed the pilot from the Concorde to briefly steer the blimp in such a direction that the Goodyear Blimp cast its shadow over the Concorde, as you can see from this photo.



Just as this was a pleasant surprise for me, **so will you occasionally experience unexpected benefits** as a result of your service for a non-profit or event.

Keep volunteering!

Yogi Berra: Our favorite quote resource

I will miss Yogi Berra, the beloved New York Yankee who passed away this past week.

Because he was so witty, casual baseball fans do not

recognize he was one of the great baseball players of his time. Consider:

- American League MVP: 3 times
- All-Star: 15 consecutive seasons
- World Series Champion: 10 times as player, 3 times as manager
- Most hits in World Series in a career: 71
- Won pennants as



manager in both leagues for Yankees and Mets

This month's **Yogi-ism**: Baseball is 90% mental and the other half is physical.

THE Tiebreaker

Customer service as a weapon

Is your customer service department a corporate weapon and point of distinction that separates you from your competitors?

Here are four ways to make your company stand out among the best of the best:

1. Empower your staff at every level to resolve a challenge or issue. At Ritz-Carlton, every employee even at the lowest level is allowed to resolve any customer issue up to \$100 without seeking permission. Compare that to my cable TV provider, where I must go through the Customer Service Department, always to no avail, and then ask for the Customer Retention Team, which always resolves my issue. If the company were serious about customer service, it would empower the Customer Service team and not even need a retention program.

2. Live your promises. When your advertising promises a hassle-free experience, deliver on it. Do not get frustrated when the customer expects and demands what you promised. If you have no intention of delivering at that level, then change your advertising or slogan. After all, why put your customers and employees through THAT much hassle? You will lose both customers AND employees.

3. Create a culture that delivers excellence. Don't allow exceptional service to be an isolated incident. Own the complaint. Offer the solution you know will be fair and exceed the customer's expectation.

4. Treat ALL customers with the same level of service you would expect if you were the customer. That is a simple definition and expectation. Determine what you expect and demand, and deliver at an even higher level.

