

The Peter Koufos

ON THE ROAD SERIES

The Experience Economy Edition



Nommos 1

On the road to connection...

... we take this journey so we can develop a capacity to know our experience, and then enrich the experience of others.

Do what resonates not what enervates.

- ‡ Connections Deepen Experiences.
- ‡ Experiences Engage and Enchant Customers.
- ‡ Pushing your Guest into an Experience will Enervate them. Pulling them Into an Experience that Resonates with them will Resound with Emotion *and* with Revenue.
- ‡ Inspire your Teams with an awesome Employee Experience, then they are Empowered to Deliver an Exhilarating Customer Experience.



An Early Inroad to The Experience Economy

I hated math and reading when I was in elementary school. My parents, teachers and tutors pushed me to improve my reading comprehension and math skills. This did nothing to affect a *love* for math and reading.

Quite the contrary. Pushing builds resistance for me. The more they pushed the more demoralized I became, the more engulfed I was in my supposed *inabilities*.

To increase my resentment, one of my jobs was to take my little sister, on our bikes, for a ride to the library. She'd go inside, return her books, and take out new ones. I'd wait outside. There was no *rule* that dictated I needed to go in with her and I did not. No way.

One beautiful Long Island springtime afternoon, we went to the library. My sister was getting a certificate for having read far too many *books* that school year.

She was taking a long time and I started pacing in the vestibule in front of the reception area.



A young librarian saw me and came out. “Hi, there! What’s your name?”

I tried probably in vain to not roll my eyes. “Peter.”

“Peter, you’re a good brother. I’ve seen you everyday, taking your sister to the library. That’s really nice of you and I have something for you. Would you like to come in? I have something I’d really like you to see.”

I followed the librarian in, wondering what she could *possibly* have for me of all people.

Right there beside the lobby was an exhibit celebrating the birthday of Sir Arthur Conan Doyle. The librarian asked, “When’s your birthday, Peter?”

“November,” I said, having decided to keep everything to one-word answers.

She brightened up immediately, “That’s wonderful! The first Sherlock Holmes story was published in November. Way back in 1887. Isn’t that cool?”

I had to admit that it was, actually.



At the Exhibit There Were First Editions



They had all kinds of reproductions. There was even a hat and pipe like those used by Sherlock Holmes. All behind glass like in a museum and I always loved museums—no books, just lots of cool stuff.

On a stand on a table was a violin, and an old leather-bound pocket notebook.

There was even a medical bag and stethoscope, which could have been used by Dr. Watson, as well as a watch with two keys and a cane, the kind Watson always had with him.

Sherlock Holmes and Dr. Watson had come to life in that small local library.

Not only did I get a library card that day, I also took out ***The Adventures of Sherlock Holmes*** as my new friend drew me into what truly seemed like a new adventure.

When I got home, I ran up to my room, jumped on my bed and started reading. *A book. On my own.*

That day I set a *habit* in motion that I carried with me for years. Beginning on a gorgeous afternoon in May, I read everything Conan Doyle ever wrote and went on to do the same with every other author whose books I got a hold of thereafter.

It wasn't long before the tutors were gone. The parents and teachers were no longer pushing me to become a better reader. All because an astute young librarian had enough *discernment to draw me in toward* the wonder of books. *Pulling* at my curiosity rather than pushing at me to read.

Living in port cities and coastal towns like Babylon, Long Island, there are some things you know not to do. If a person isn't a good swimmer or cannot swim at all, you don't push them in the water.

If they're in water that's over their head, you don't stand there screaming at them to *swim already*. You pull them out.

**Elevating the
Employee
Experience
provides
Customers
with an
Experience
that Opens a
Window Into
New Worlds.**



A Window Into New Worlds

The Librarian knew by watching me every day *that I was way over it*. She got mad participative.

By pulling me out of my same old library routine and drawing me *toward* cool stuff, my friend The Librarian did a bunch of things that day:

1. She staged an experience.
2. She contributed to *my* experience.
3. She influenced a love *for* the experience which went on for years beyond her initial *enticement* to engage *with* her.

Understanding and responding to my motivations and behaviors, she used **solution-focused thinking** and gave me a **Transformative Experience**.

Which brings us to a very pertinent question:

What does your client, guest, customer want beyond what you have always provided? Beyond their individual same-old-same-old, what do they really, really want?

They want an amazing experience.



After two unbelievable years of disruption, your customer is very hungry. Hungry for *meaningful experiences* that are worth their money and time:

The Barber Shop where you feel like a person and not demeaned for getting nail care, while a DJ spins old school Dub and Hip-Hop Jazz. You step into the steam room, get some skin care, all to the strains of Ikebe Shakedown or Flying Lotus.

Tokyo Record Bar, on New York City's MacDougal Street (Miss you, hon). Serving a zakaya-style menu, the festivities start with patrons choosing the playlist for the night and ends with a pizza nightcap after all that *saké*...

Customers have their Smart Phones in hand. They're willing to pay for it. If it resonates.

And by "resonates" we mean collaborative rather than basic. Rather than transactional, they want an experience that is decommoditized:

- Substantial
- Distinctive
- Complete

**Support,
Enhance
& Be Closely**

**Aligned with
The Vision of
Your Customer**





If you want your desired future to come about as an organization that is both a revenue generating machine and a player in the Experience Renaissance, start enacting it in the present.

One important step is to get the whole system in the room. Engage all those who will have a hand in, and will be affected by, the change.

One of the benefits of The Experience Renaissance is the potential to add an element of Participatory Democracy to work culture.

People and the businesses they work for thrive when team members are free to choose the type of contribution they make, and how much they want to put into it.

An uncoerced Volitional Mindset among team members frees enthusiasm, passions and builds up your team's desire to contribute to something "bigger than themselves".

It also takes human life-span development into account, as the workforce enters a stage of life and career with a strong desire to participate, contribute and make a difference.



Your business identity is shaped by your choices, and those choices in turn shape your brand and how your guests relate to you.

When your organization's True Leaders focus on team resilience, your teams' strength and adaptability deliver awesome guest experiences.

It's leadership that creates a return—by giving meaningful purpose to your team, and Purposeful Experiences to the customer who wants an exceptional experience as the sun goes down...or rises, as the case may be (no judgement).

BeThat Purpose.
Be The Experience.

The Experience Economy is about becoming anticipatory. In spite of what some prognosticators have said about this renaissance, not every business in every industry will benefit from becoming an amusement park.

Innovation and transformation is one thing. Becoming a geegaw with a gimmick is something else.

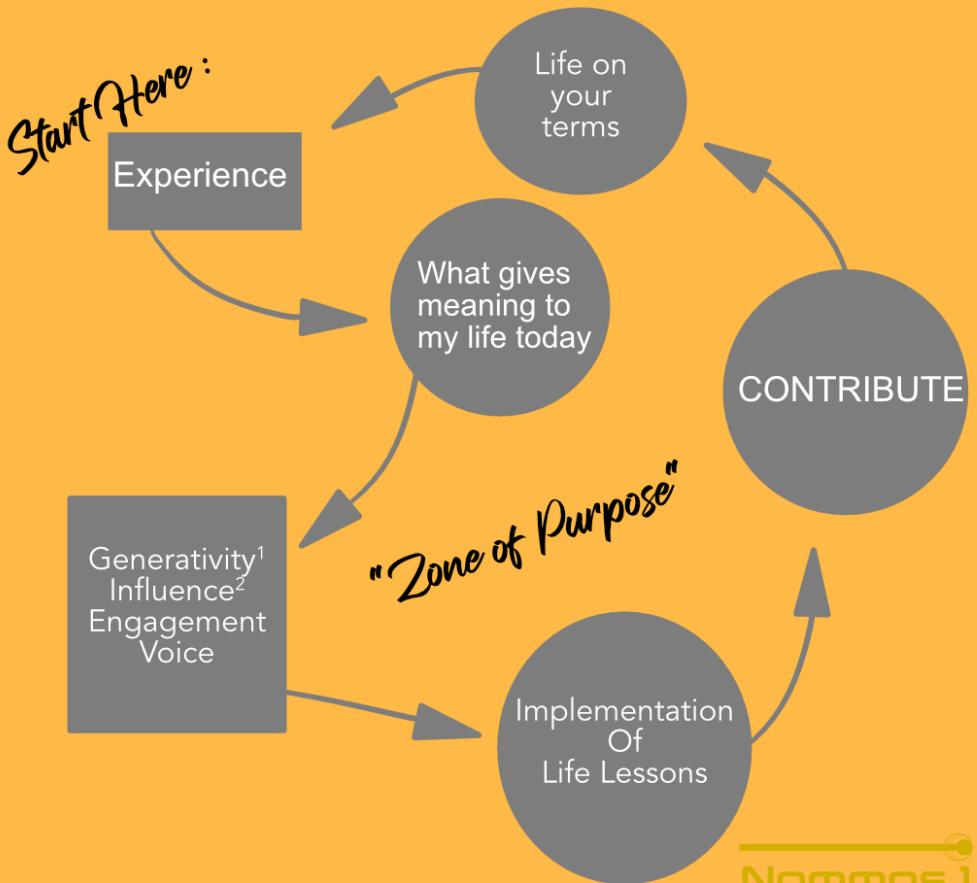
Novelty wears thin. Meeting people where they are, understanding needs, influencing, engaging, and contributing does not. Teams can embrace the Experience Renaissance as an opportunity to deepen their commitment to the customer.

Teams do not need to become a novelty act to dynamically serve one another, the business, or the customer.



It's not a song & dance. It's anticipating needs and delivering the experience as expected.

Enrich The Experience



1. Uncover, Create, Nurture, Imagine
2. Design, Deliver

Peter Koufos

The Unique Experience Cycle

- **Experiences** are meant to be captivating entry ways to connection.

The customers of the future are not only asking for efficiency, they want experiences, happiness and relationships. —Gerd Leonhard

- **Meaning** inspires us to further uncover ways to influence and engage with our unique voice. We want to deliver what we have gained.

Meaning in life tells the individual when the world is making sense.—S. J. Heintzelman

- **Raise your voice** and the voices of your team members. Engage with stakeholders in acts that promote the wellbeing of their careers as a way of ensuring the long-term survival of the organization. Design experiences. Engage!

- **Implementation** of the meaning of our experiences, and the desire to share them, moves us toward fulfillment and realization.

Do your own thing on your own terms and get what you came here for. —Oliver James

- **Contribution** is borne from the corresponding desires *and* needs to nurture, to generate, to imagine and to create, not only for ourselves but most definitely for others.

Only those who have learned the power of sincere and selfless contribution experience life's deepest joy: true fulfillment. —Tony Robbins

Transformative Experiences that educate, inspire and bring people together, are growing in popularity with every age group and everyone on every socioeconomic level.

From the global economy to traditional business models, from revenue growth to personal happiness, we are in the midst of an era of living and working in connection.

Cross the threshold from experiencing to contribution.

Pursue your purpose.



As we carry on, living life and working with great efficacy on our terms, we are open to new experiences and the cycle continues.



What's Next is Here

Where are you and your organization headed?

Are you on the road to connection with curiosity and would like to know more and meet up for a conversation?

Great! Let's connect.

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Meet Peter Koufos
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