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Stanford business Professor Chip Heath talks about his latest book, "The Power of Moments," which he wrote with his brother, Dan. In it, they use the acronym EPIC to sum up the main elements that make an experience memorable. The letters stand for elevation (of the senses), pride (feeling recognized for our achievements), insight (learning something new) and connection (with family, friends or colleagues).



Transcript

- What we found after asking lots of people for what are the moments that matter to you most in your career, or what are the moments that mattered to you most as a family, or what were the moments from your last vacation that stood out? There were certain things that came up over and over again, and so that's where epic come from.. We don't like that because not all of the moments that we're talking about in the framework have to be epic.. We can't resist hearing that surfer dude saying epic.. (woman giggling) But that's the framework.. Elevation is moments of sensory experience and so if you've ever stood at a national park and seen the beautiful views, that's a moment of elevation.. If you've ever seen a fireworks show.. If you've enjoyed a favorite food.. Birthday cupcakes are the classic distillation of sensory experience.. You've got sugar, fat, and flame all in one little compact object.. (woman giggling) EP, pride..

Moments of pride or moments when we set out to achieve something and we actually achieve it and the moment when somebody recognizes you for that.. Certain professions like military people are smart enough to wear uniforms that signal their pride and their position.. They have a chest full of medals that show you the experiences and the skills that they've acquired.. That's a source of pride.. Basically, whenever somebody says, I saw what you did and I really appreciate that.. That's a moment of pride and those stick out in our mind.. Insight, moments of insight are not always pleasurable and that's one of the mistakes I think that we make in talking about consumer experiences is that they all have to be delightful.. There are lots of moments of insight that are oh, no moments.. We may decide this is not the job for us or I stretched myself too far on this project, but moments of insight are powerful because they tell you something different that you can do for your life or your business or your, the plate in the game that you're playing.. So those moments are important..

Finally, connection.. These are the most profound moments in life, moments with our families, with our friends, with work colleagues.. Feeling that bridge, that connection with another person is tremendously valuable...