

What Cult Are You In?

Assessment

Uncertainty Alignment Experience Ownership Amazement

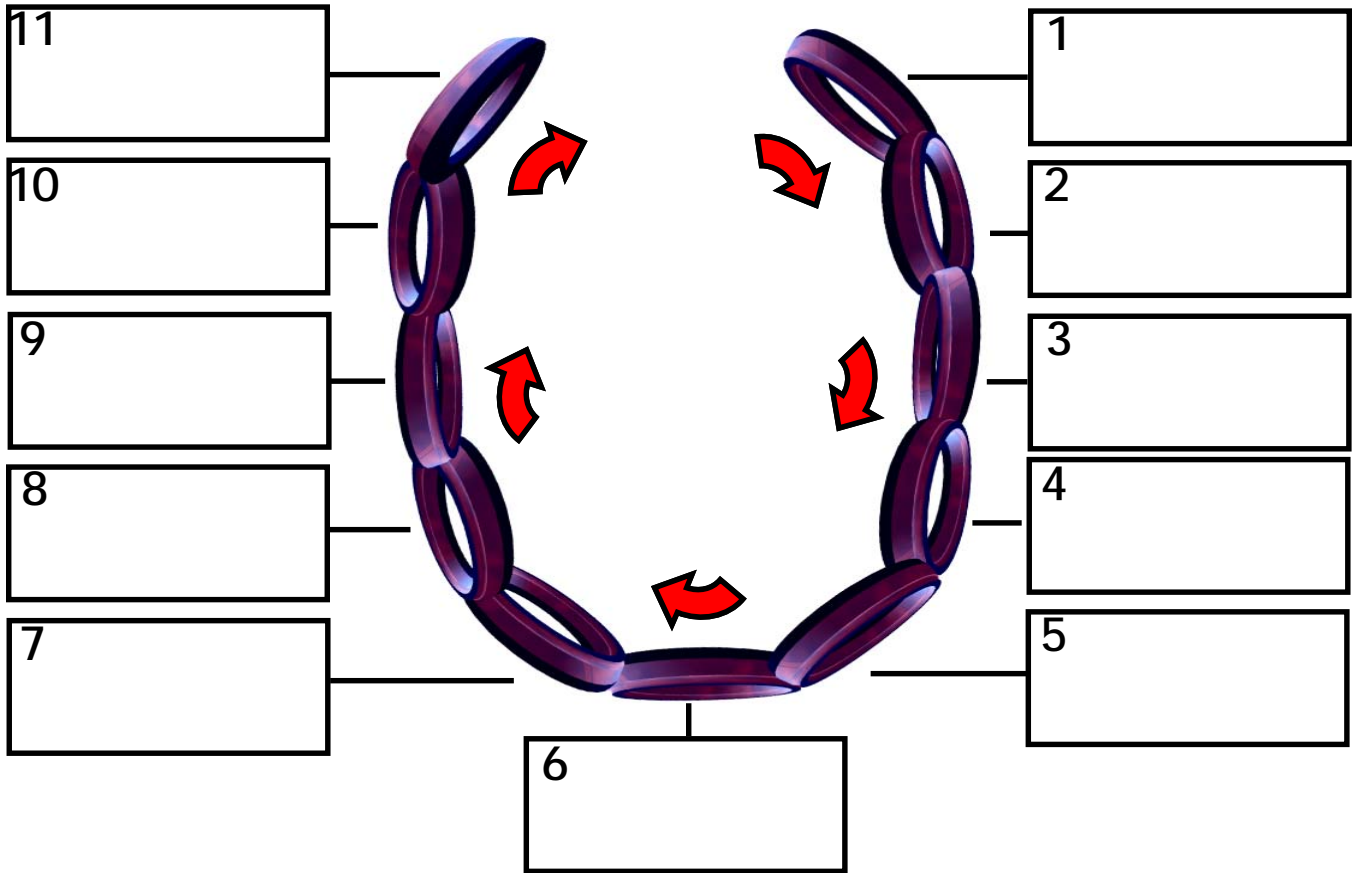
Mark where you think your business is operating among the five cults. Then in the space below, explain why you think your organization rates where it does. What could you do to move further up the scale? If you believe you are already in the cult of amazement, what can you do to ensure you stay there? What might cause you to slip, and how can you avoid it?

What is your current cult, and why?

What do you need to do to move to the next cult, if you are not already in the cult of amazement?

What must you do to ensure that you do not slip to a lower cult?

The Touch Points Chain



YOUR CHAIN OF TOUCH POINTS

A large, empty rectangular box with a light pink border, intended for the user to draw or write their own chain of touch points.

Impact Point Awareness

TOUCH POINT:

IMPACT POINT:

TOUCH POINT:

IMPACT POINT:

Moments of Magic® Strategy Grid

TOUCH POINT	MOMENTS OF MAGIC STRATEGY	OUTCOME
1		
2		
3		

Moments of Misery™ Strategy Grid

MOMENT OF MISERY	HOW OFTEN?	PREVENTION / SOLUTION
1		
2		
3		

