

Jason Hewlett, CSP, CPAE Speaker Hall of Fame presents:



“The Promise is the highest level of Engagement we Commit to in any Experience.  
It is stronger than a Goal, more powerful than a Commitment.  
Why set a Goal when you can make a Promise?”

What Promises are you making and keeping with The Audience, The Family & The One?

**“Goals are particulars, Promises are proclamations!”**

**THE AUDIENCE**  
(YOUR CUSTOMERS)

How are you utilizing your Signature Move, to create an unforgettable Engagement Experience, with your customer on a daily basis?

How is your Signature Move aligned with the Mission Statement of your organization?

Remember the story of TJ the Shuttle Driver — how do you create those types of experiences for your Audience / Customers?



**THE FAMILY**  
(YOUR TEAM)

How do you show trust in the abilities and Signature Moves of The Family / The Team?

Give an example of how you've given another person within The Family the opportunity to excel in the past week:

How are you taking what you've learned as a family member at work and doing the same at home with those who mean the most to you?



**THE ONE**  
(YOU)

What are your daily, weekly, monthly, yearly goals as a leader in your organization?  
(Remember: Goals are Particulars)

What is your over-arching Promise to your organization as one of the family members?  
(Remember: A Promise is a Proclamation)

What is your main Promise that you need to keep rather than continually break in your work as well as at home?