



Book Review

TITLE: The Power of Moments

AUTHOR: Chip Heath & Dan Heath

DATE: June 22, 2021

PRE-READING

Why are you reading it? Was it a recommendation? What do you know about the topic? Flip through the book - is there anything that catches your eye?

This book was a recommendation from an employee engagement conference I attended. I've read their book Switch (although I can't remember much about it off the top of my head). I am interested in how to consciously create moments.

A-HA MOMENTS

What a-ha moments did you have when reading?

- Defining moments include 4 elements: elevation, insight, pride and connection.
- I like the phrase "Breaking the Script" and would like to see how I can help do that
- Quote (p. 86): We feel most comfortable when things are certain, but we feel most alive when they're not."

QUESTIONS

What questions do you have after reading that you want to investigate?

- How do we create Peak moments?
- How can I create a product for "moment-spotting?" Can I help business do this? If it's no one's job to create peaks, could it be my job?

CONNECTIONS

Can you relate what you read to another book, talk, podcast, topic?

- Connection is important; just as Jody Carrington and Brene Brown talk about.
- 80% of supervisors believe they recognize employees regularly; 20% of employees feel recognized regularly (p. 146) - this fits with other information about this disconnect that I've read
- p. 190 The hard part isn't know what to do; it's doing it - take the first step

ACTIONABLE IDEAS

What are 2-3 actionable items that you can implement?

- Create a list of business or personal milestone moments and brainstorm how I could help improve them
- Do some research on how to deepen relationships at work

POST-READ REFLECTIONS

Did you like this book? Are there other books by this author or on this topic that you might want to read? Would you recommend it to someone? Is there something from this book you want to learn more about?

I really liked all the stories the authors used to illustrate their points. I think I'd like to go back and create an outline so I can get the structure firmer in my head. They referenced a book "The Experience Economy" that I think I'd like to read. I also think I'll go back and reread "Switch."