REVEAL THE POWER
OF HUMAN TRUTHS
TO CHANGE THE WAY YOU THINK
ABOUT YOUR CUSTOMERS & YOUR BUSINESS
BUT FIRST YOU MUST CHANGE THE WAY YOU THINK ABOUT HOW PEOPLE THINK & BEHAVE
Business Challenges = Human Challenges
System 1 (the non-conscious) drives 95% of decision-making

Say/Do Gap: People don’t speak their minds because they don’t know their minds.

5% Conscious
- Majority of Research
- Rationalizations

95% Non-Conscious
- Where Decisions are Made
Before your brand can gain greater success you must enhance current stakeholder perceptions and behaviors. The truth is, we can’t change anyone’s beliefs or behaviors until we change how they feel.

The first step to drive positive change is to reveal nonconscious cues—what people can’t or won’t tell you about their emotions and motivations for your brand. Discovering these truths will reveal the interventions that will grow your brand.
“People will forget what you said, people will forget what you did, but people will never forget the way you made them feel.”

- Maya Angelou
BRAND TRUST
CHANGE THE WAY YOU THINK
ABOUT HOW PEOPLE THINK.