

**Jason Hewlett,  
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?"*

## *The Promise*



## **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?

What Promises are you making and keeping with The Audience, The Family & The One?  
"Goals are particulars, Promises are Proclamations!"

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## 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 have given another person within The Family the opportunity to excel in the past week:

How are you taking what you have learned as 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?

What Promises are you making and keeping with The Audience, The Family & The One?  
"Goals are particulars, Promises are Proclamations!"