

Preface

Do what you say you'll do. Be who you say you are. And live up to this in every physical meeting with the world outside. Don't stop at words; give your messages substance, bring them to life, and create an experience that people will remember. Involvement creates empathy.

The past has finally caught up with us. No matter how many groundbreaking new technologies we invent to simplify communication, we cannot ignore the power of human contact. This is such a WONDERFUL statement to convey because it confirms the incredible power of the *experience* as a communication media. Experiences favor the authentic over the fabricated, and they enable companies and individuals to approach each other and create a framework of joint reference and mutual understanding.

We have written this book, well aware that companies have improved the efficiency of the way they communicate with employees and the world at large. Paradoxically, this “improvement” has driven sender and recipient even further apart. Such improvements often focus on printed and electronic media rather than experiences designed to make the recipient identify and empathize with the sender. Such improvements also drain a company's resources and fail to provide an adequate impression of the actual organization and/or product/services. Consequently, they fail to provide results.

So how do you ensure that messages are motivating and easy to understand? The answer is already well known. Confucius and Grundtvig, two of the world's greatest philosophers, both said that the best way to learn is through first-hand experience. Educationalists have long been aware that when we experience things personally and are allowed to draw our own conclusions, our comprehension – and motivation – increases.

So what can we tell you that you do not already know? *It is how you apply these principles in the way you communicate with your staff and the world in general.*

As consultants, we are yet to meet a company that has been able to summon enough courage or gain sufficient support to implement all of the principles described in this book at every professional level – both internally and externally. We believe that it is just a question of time, and that the successful companies of the future will define themselves as living organisms with a body and a soul. Their behavior will be carefully tailored and they will use sensory elements wherever they come into contact with the outside world. Such companies will not define themselves through audio-visual means only; they will involve other senses such as touch, smell, taste, etc, to create a powerful impression.

You may be wondering what qualifies us to draw these conclusions. Well, we have observed and worked with organizations in many continents, and it is the knowledge and experience we have acquired that has inspired us to create the universe you will explore within these covers.

The authors of this book have worked together for a number years in 3rdDimension – a consulting company which daily provides advice to Danish and international companies on the art of Experience-based communication and the value of an optimized Experience Architecture. We would, therefore, like to take this opportunity to thank our customers, business partners and our colleagues in 3rdDimension for the knowledge this collaboration has generated. We would also like to thank Associate Professor and specialist in Business Research at Copenhagen Business School, Mogens Bjerre, for his invaluable input and assistance in structuring this book – not to mention his convivial company.

Some readers might call this book calculating or provocative, but at the risk of further downfall we would like to quote German Professor of Philosophy, Arthur Schopenhauer:

Every truth passes through three stages before being acknowledged:
First it is ridiculed, then it is opposed, and in the end it is recognized
as being self-evident.

We hope, of course, that after reading this book, you will find its contents self-evident! If you embrace these ideas and apply them throughout your

entire organization – from management to employee and from production to the consumer – you will be able to:

- Present yourself as a trustworthy player.
- Your employees/colleagues will understand who you are, what you are striving for and why – making them far more motivated.
- The press will adore you.
- Customers will continue to purchase and become willing ambassadors for your company.
- Prospective customers will be curious.
- Your company will prosper.
- Your conscience will be clear because you will be communicating in an honest and sincere manner.

We hope you enjoy the read!

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<http://www.springer.com/978-3-540-78711-2>

Experience-Based Communication

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2008, IX, 278 p., Hardcover

ISBN: 978-3-540-78711-2