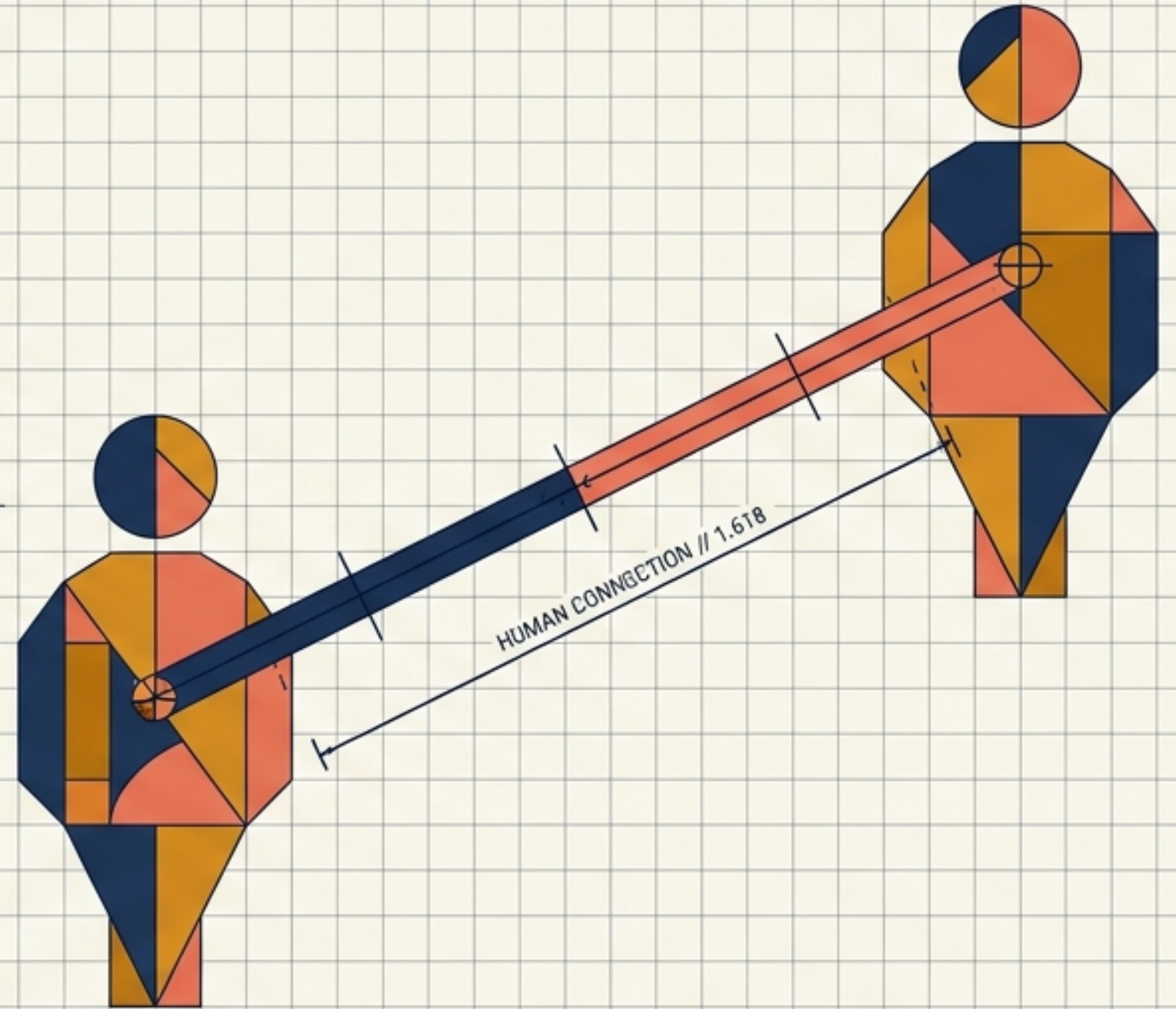


Operationalizing Likability for Business Growth

{ A visual synthesis of People Love You by Jeb Blount. }

In a world of digital parity and easily replicated products, genuine human connection remains the ultimate un-copyable strategic differentiator.



Likability is a measurable strategic asset, not a soft skill

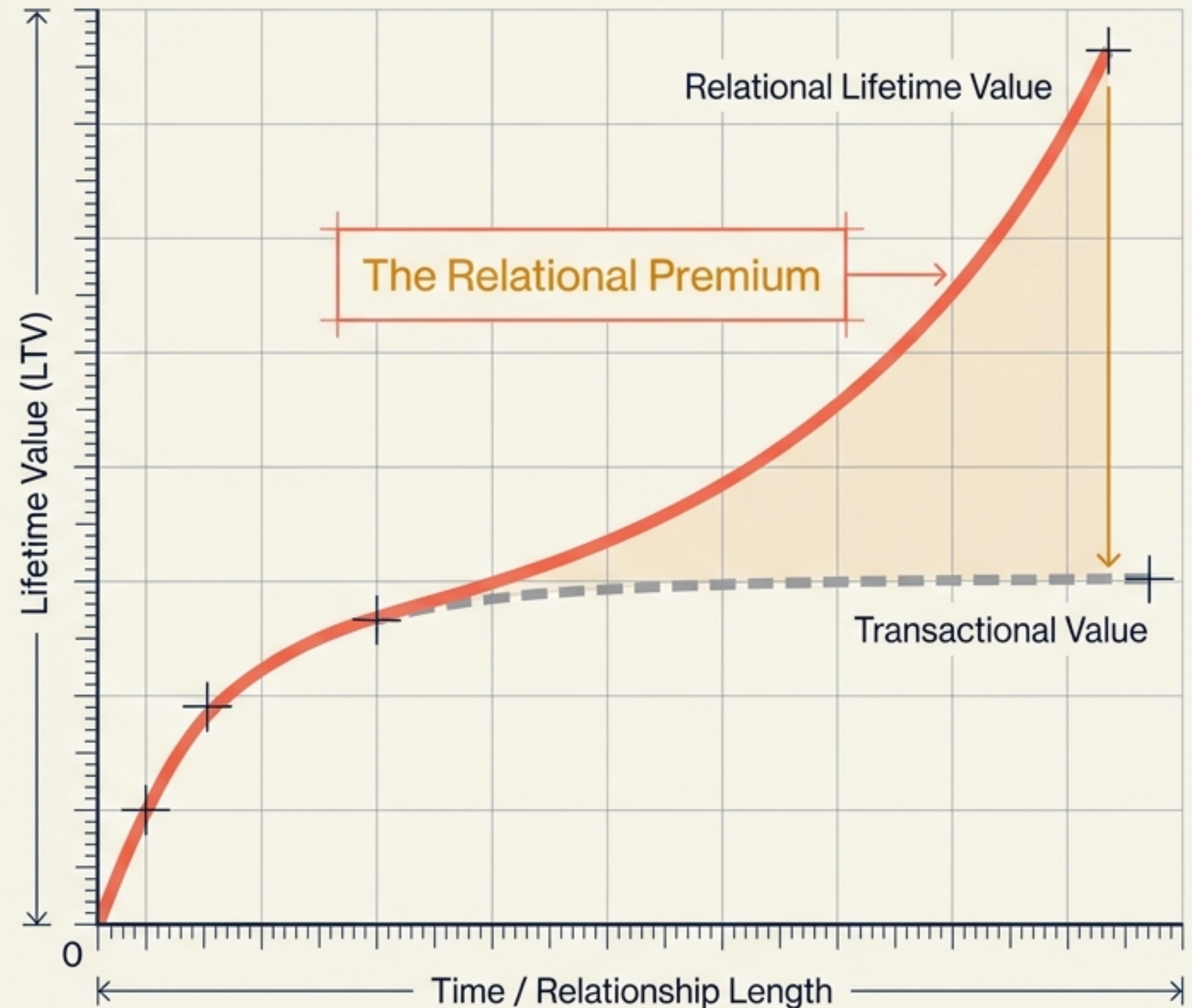
KEY INSIGHT

Human beings are biologically wired to connect. In business, emotional connections consistently precede and underpin rational buying decisions.

THE BOTTOM LINE

Investing in relational skills is a direct revenue-generating mechanism that drives sales conversion, limits customer churn, and significantly boosts team cohesion.

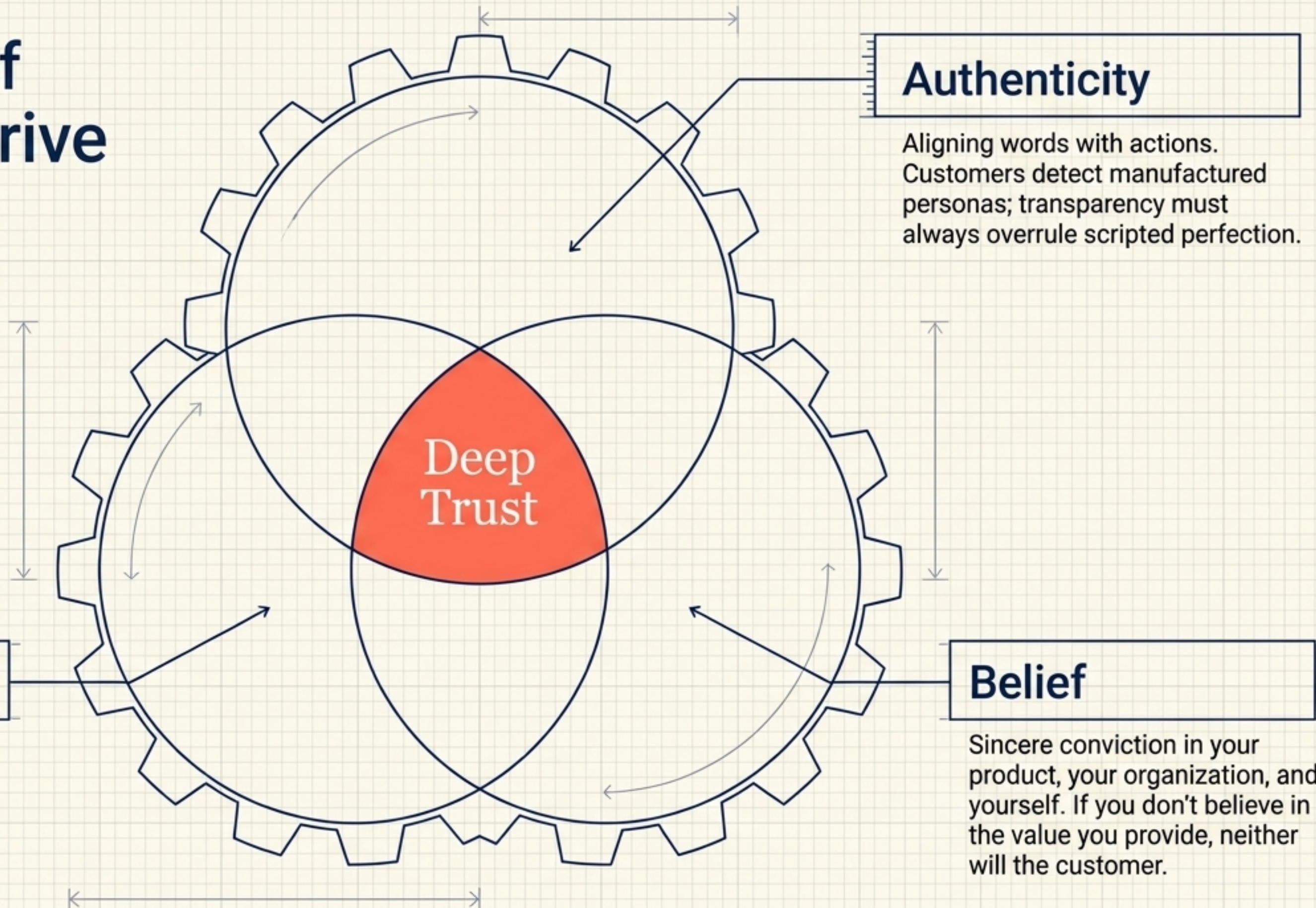
The Emotional Revenue Multiplier



Shifting from transactional efficiency to relational magnetism

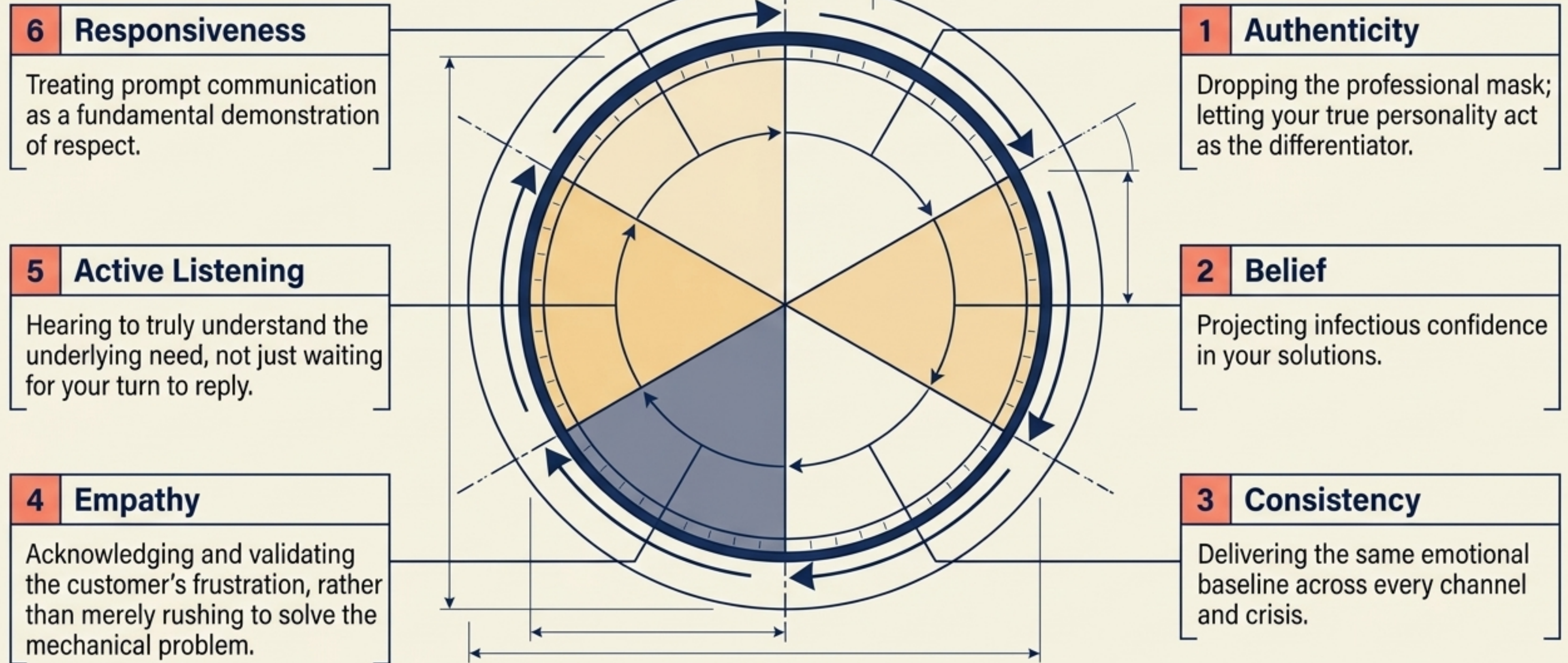
	The Transactional Trap		The Relational Advantage
FOCUS	Efficiency & Speed	→	Empathy & Understanding
APPROACH	Scripted & Robotic	→	Authentic & Human
DRIVER	Product Features & Pricing	→	Human Trust & Rapport
OUTCOME	Problem Resolved, but Vulnerable to Churn	→	Enduring Loyalty Won

The ABCs of influence drive deep trust



The six learnable behaviors of genuine connection

The Flywheel of Connection



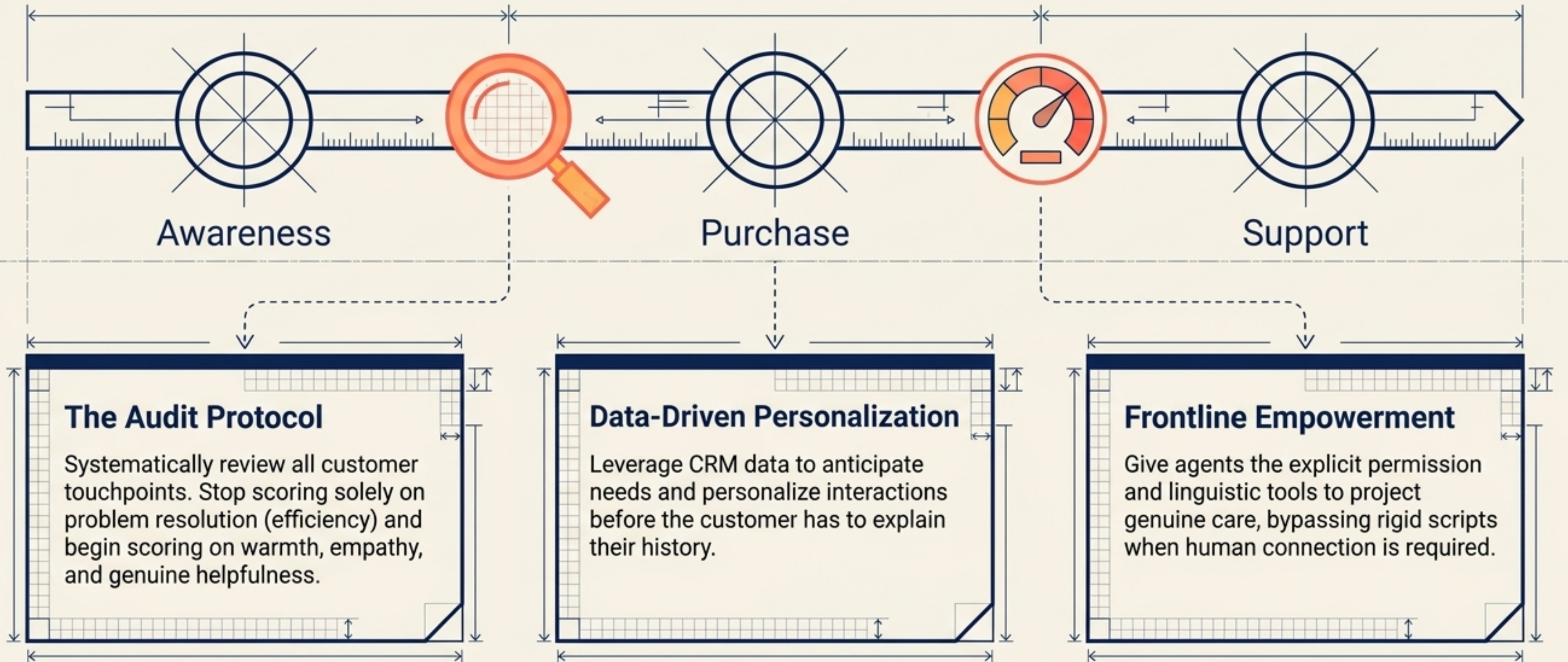
Applying the likability code across the enterprise



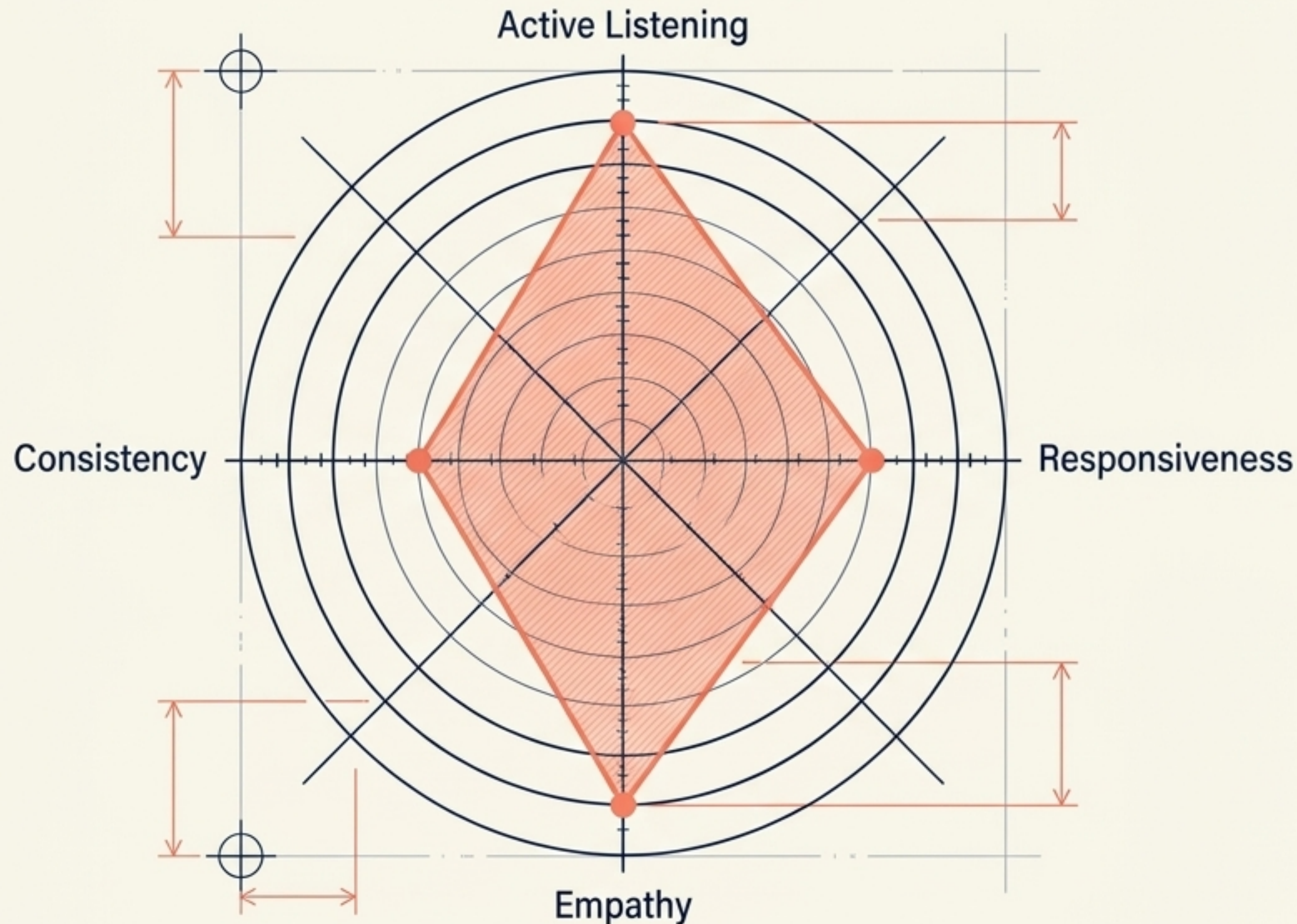
Navigating the complexities of authentic connection



Implementing the CX Likability Audit



The Leadership Likability Scorecard



Measurement

Integrate relational metrics into regular 1-on-1s and quarterly performance reviews, treating them with the same weight as operational KPIs.

The Feedback Loop

Establish rigorous, anonymous 360-degree feedback channels focused strictly on interpersonal dynamics.

The Outcome

Use data-driven personal development to identify blind spots in how leaders are perceived, directly improving team cohesion, morale, and project execution.

Organizational brand affinity is aggregated human connection

