

Inside Out Leadership

Cultivating Authentic Connections

KEVIN PAUL SCOTT



Did they mention products
they are selling?

Where can you buy them?
How much do they cost?

What does this have to do
with a grocery store?

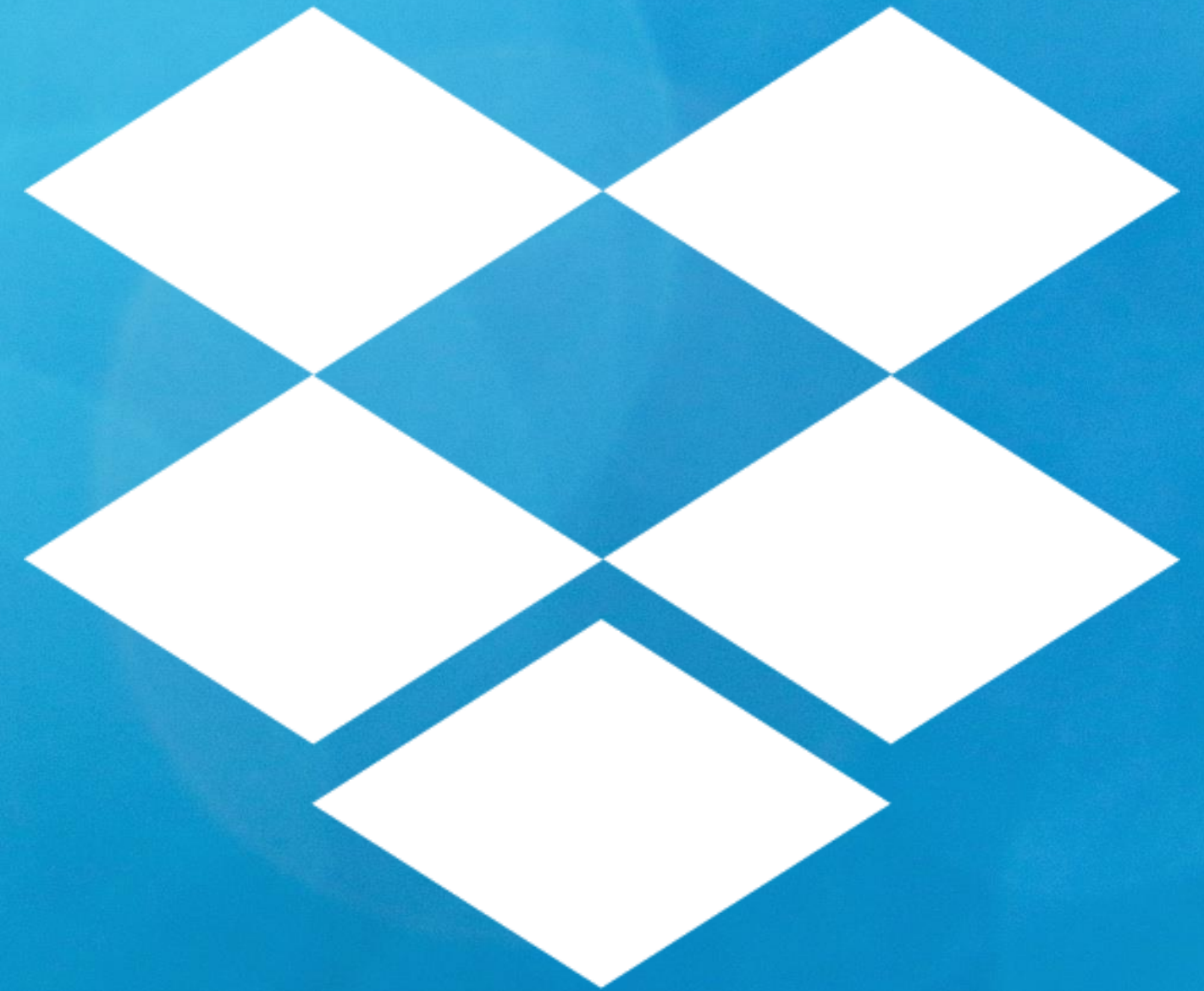


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How do people **feel**
when they **think**
about your brand?

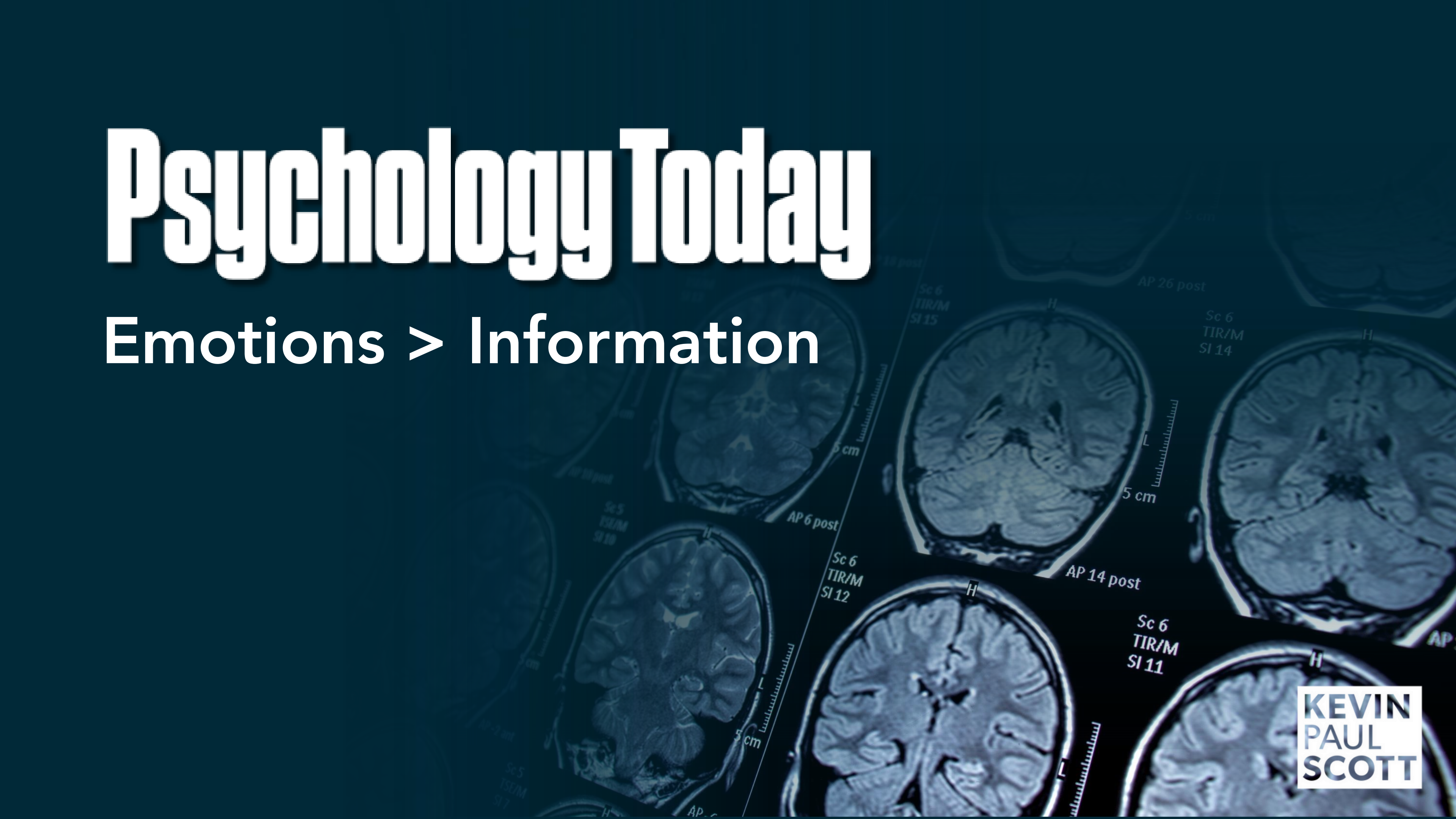
How would you feel if this product no longer existed?

- ☐ Very Dissatisfied
- ☐ Somewhat Dissatisfied
- ☐ Not Dissatisfied



Psychology Today

Emotions > Information

The background of the slide is a collage of several brain MRI scans. The scans are in grayscale and show various cross-sections of the brain. Some scans are labeled with technical details such as 'Sc 6 TIR/M SI 15', 'AP 26 post', 'Sc 6 TIR/M SI 14', 'AP 6 post', 'Sc 6 TIR/M SI 12', 'AP 14 post', 'Sc 6 TIR/M SI 11', 'Sc 5 TSE/M SI 10', 'AP 10 post', 'Sc 5 TSE/M SI 7', and 'AP 2 post'. There are also scale bars indicating '5 cm' and '1 cm'. The scans are arranged in a way that they overlap each other, creating a sense of depth and complexity.

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ADD

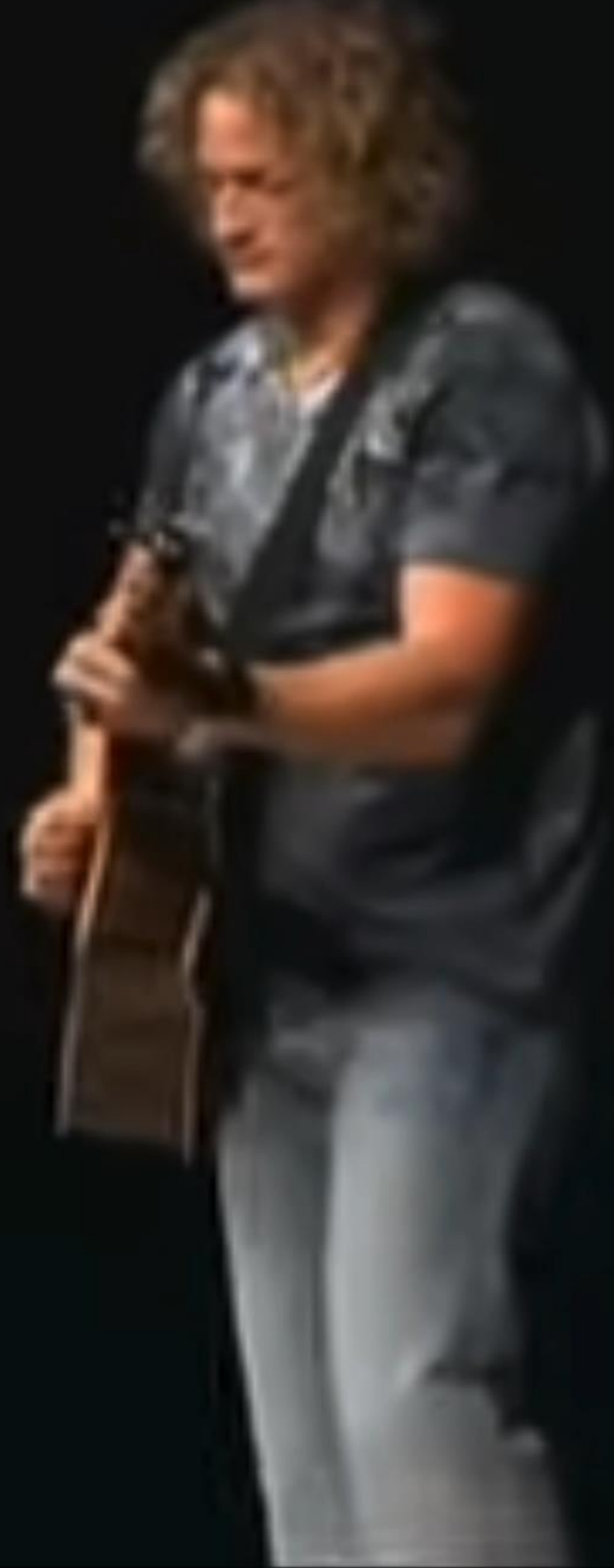
+



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"When dealing with people,
remember you are not dealing
with creatures of *logic*, but with
creatures of *emotion*."

- Dale Carnegie

Authentic Connection:

A deep ***feeling*** of affinity or a strong sense of loyalty that a person develops towards an individual or organization

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76%

of customers will buy
from a brand over a
competitor when they
feel an emotional
connection to it.

Source: Sprout Social



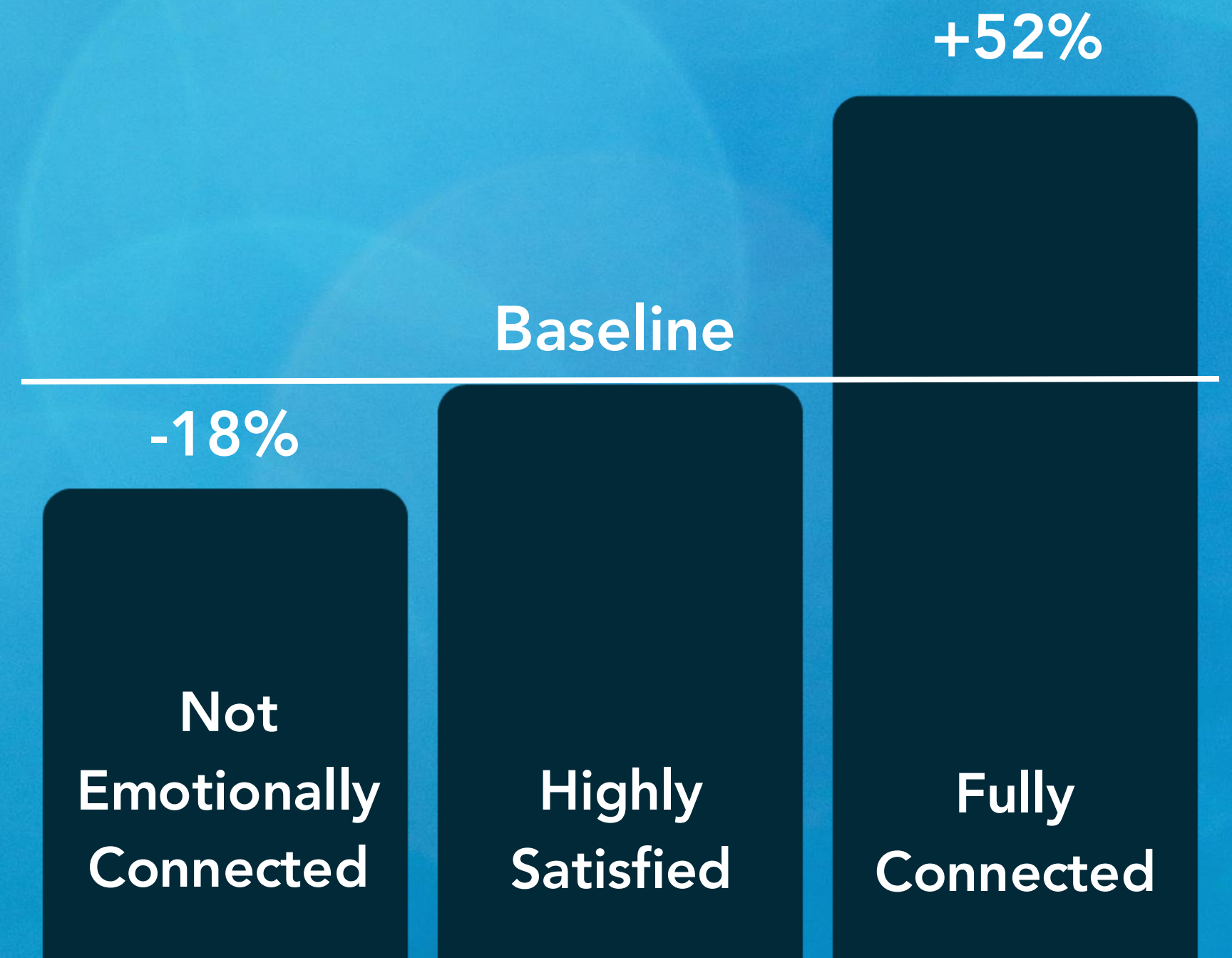
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Fully connected
customers are

52%

more valuable than
those who are just
highly satisfied

Source: Harvard Business Review



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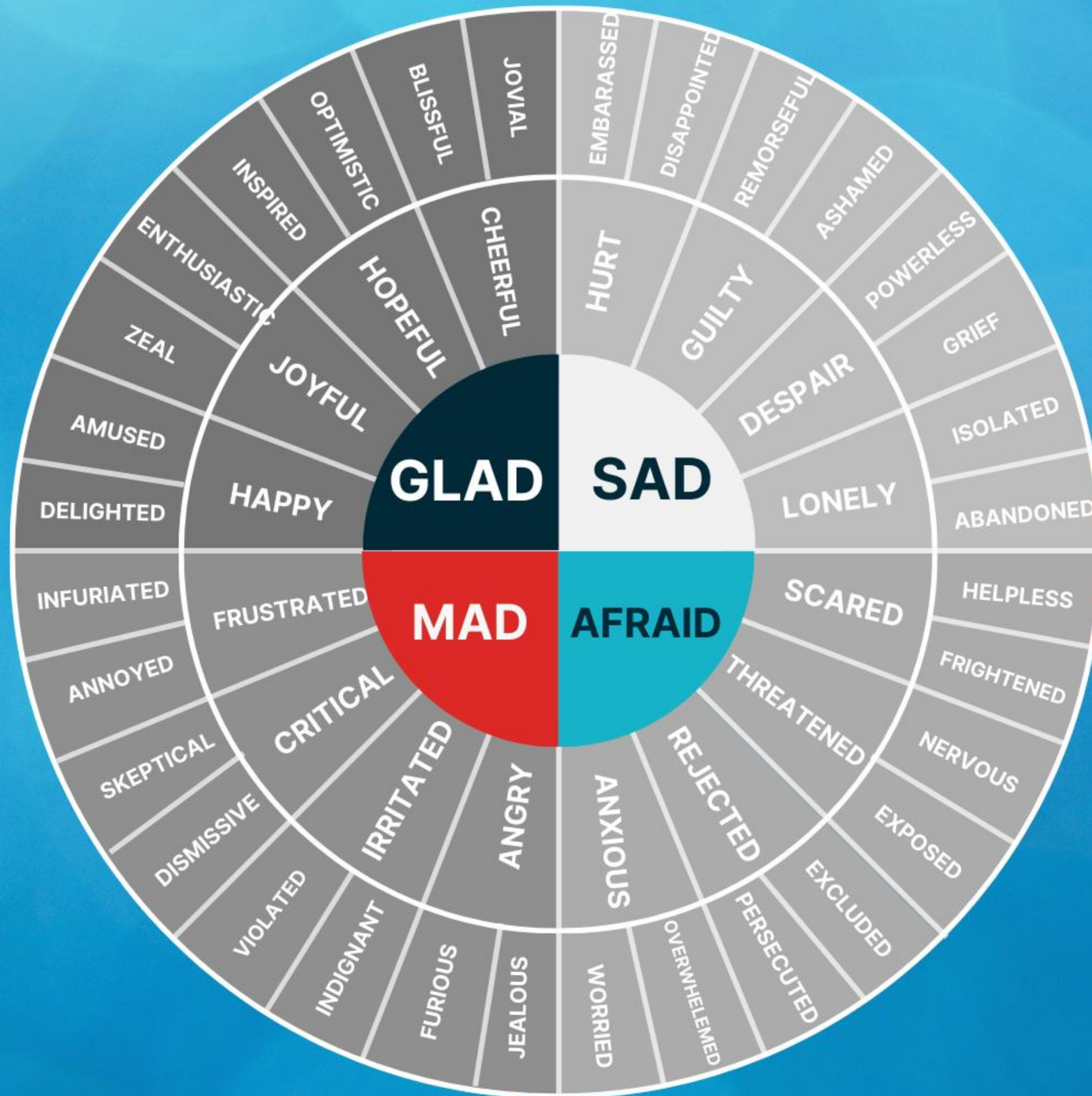
Authentic Connection:

A deep *feeling* of affinity or a strong sense of loyalty that a person develops towards an individual or organization

***You can't connect authentically
without connecting emotionally***

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Glad

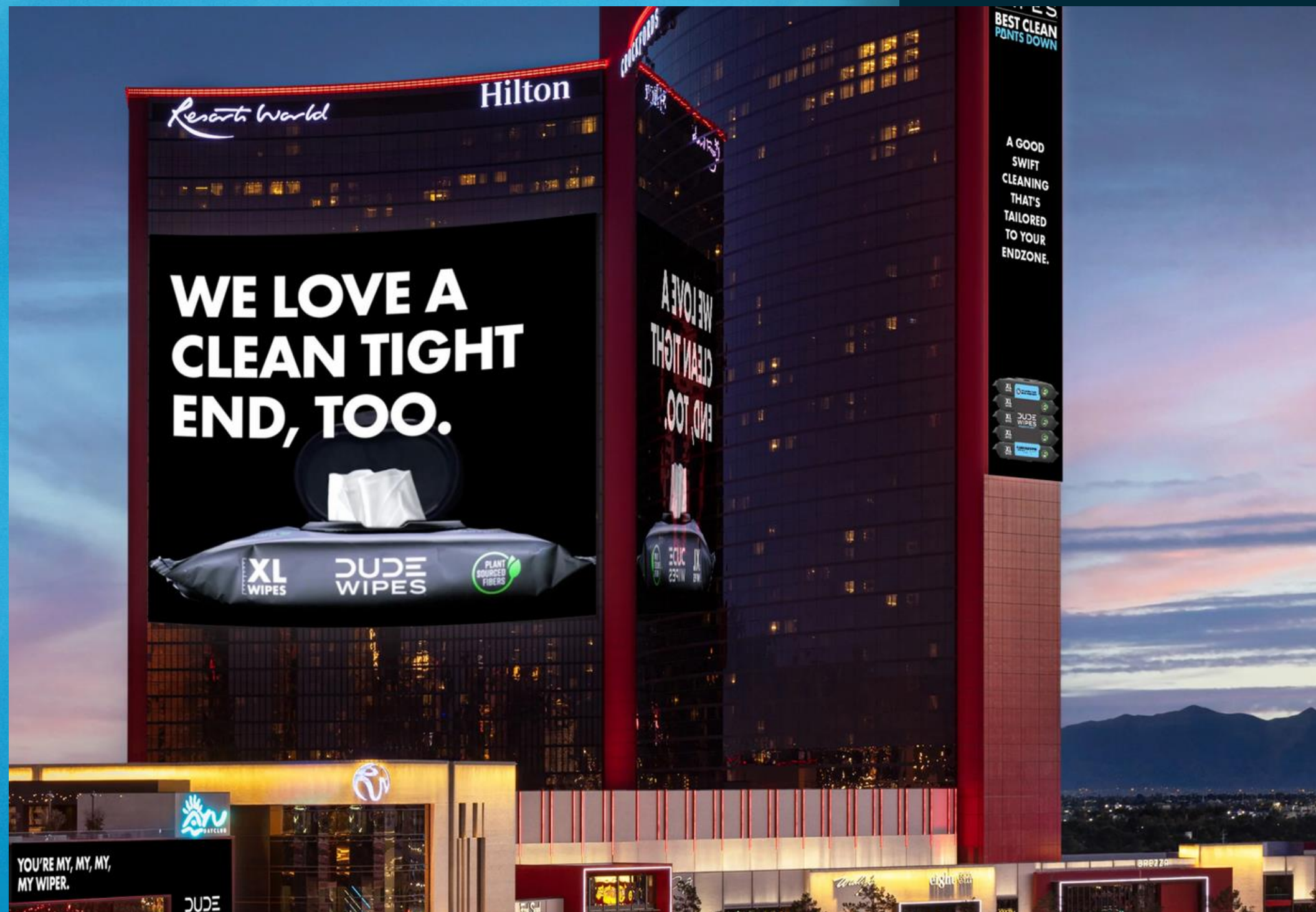
**STARTED FROM
THE BOTTOM AND
WE'RE STILL HERE.**

available at **amazon**



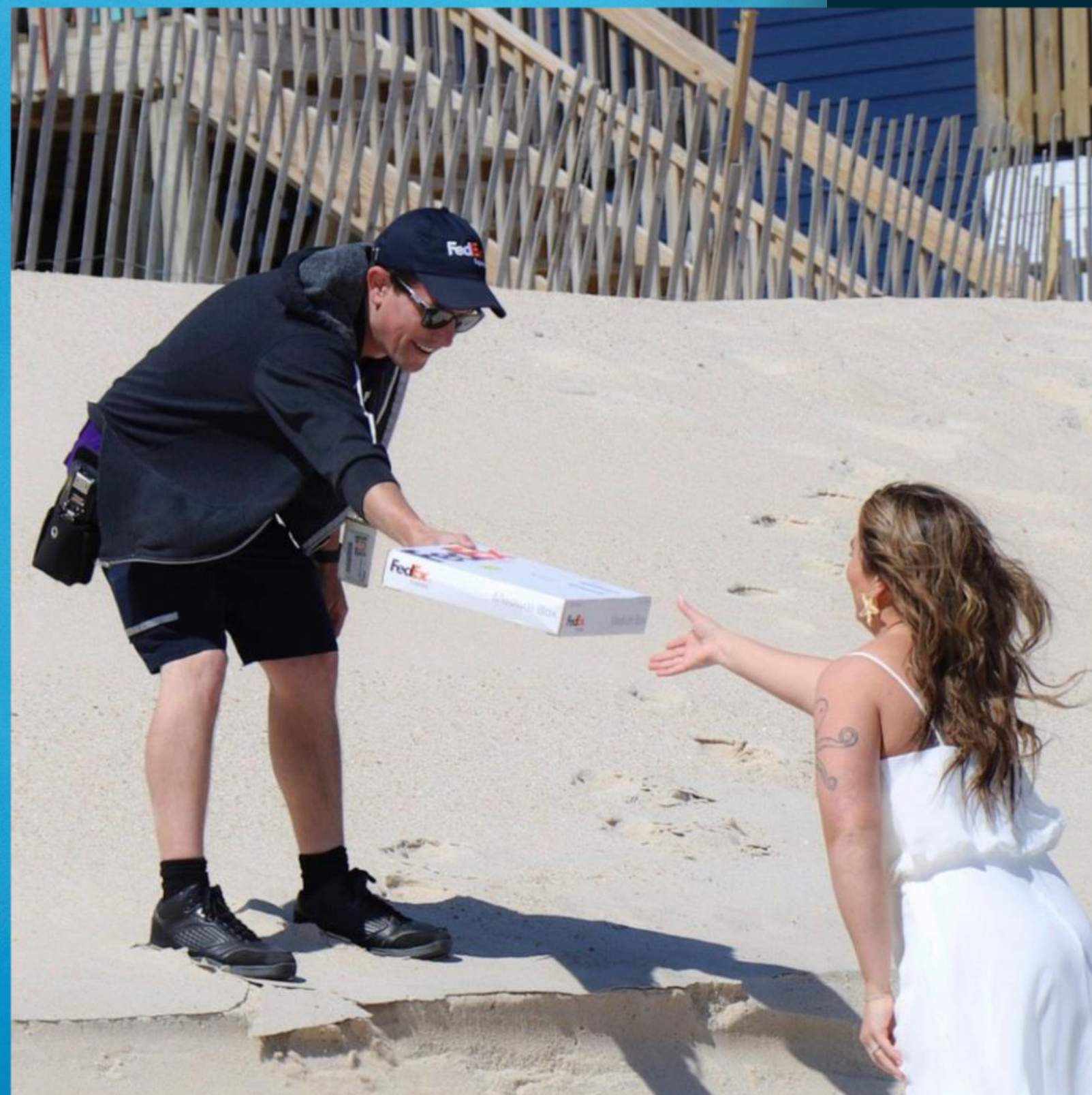
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Glad



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Glad



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Glad

Happiness Makes Us *Share*

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Glad + Sad

Glad

Sad

**KEVIN
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SCOTT**

Glad+Sad

Nostalgia

The iconic Disney script logo, featuring a large, stylized 'D' with a flourish, followed by the word 'ISNEY' in a similar script.

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Sad



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SCOTT**

Sad



JoinASPCA.org
ASPCA 1-888-514-4443



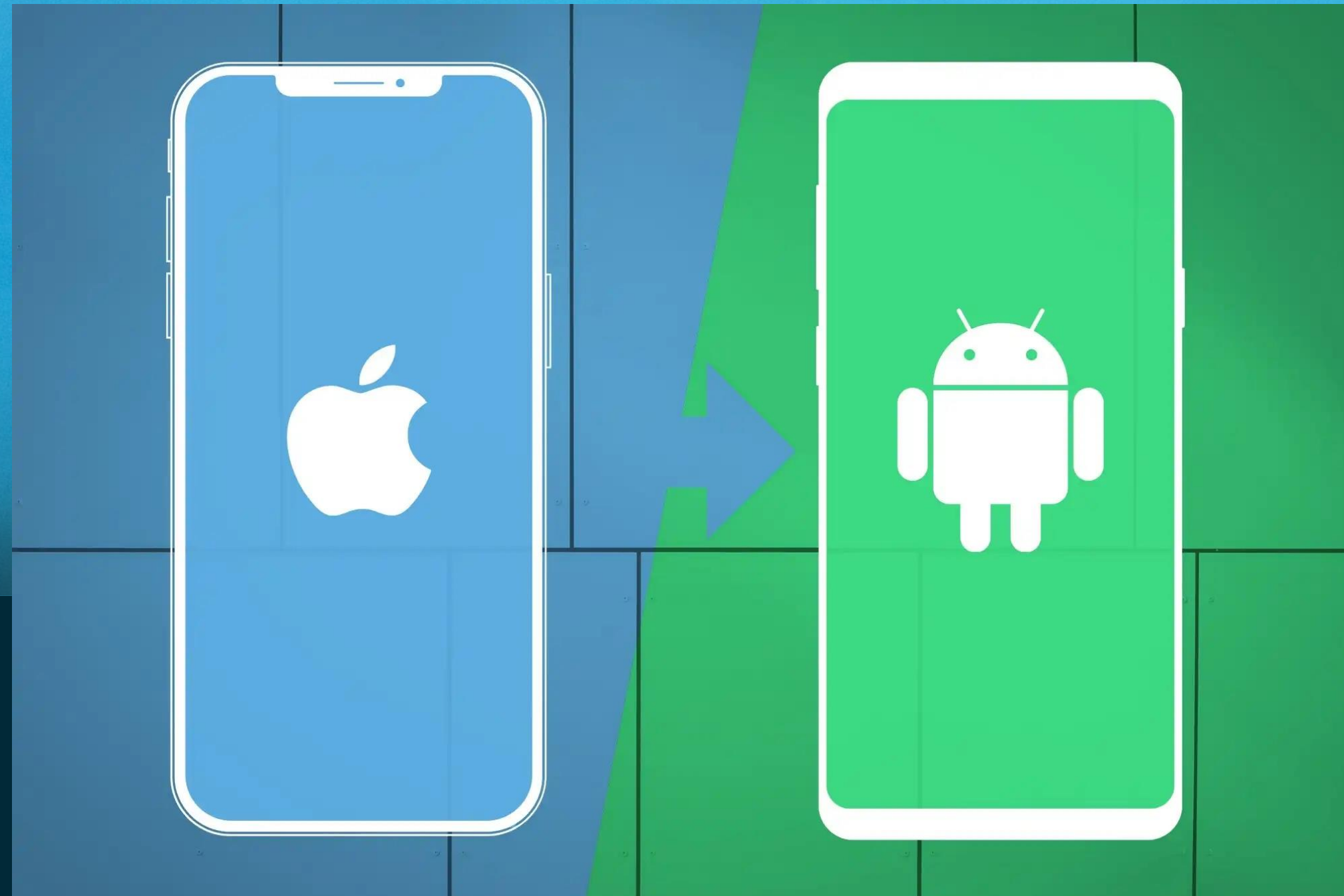
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Sad

Sadness Makes Us *Empathize*

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Sad + Mad



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Mad

Omg I forgot you also have an android

Cant believe I have more green texts

Anyway

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Mad



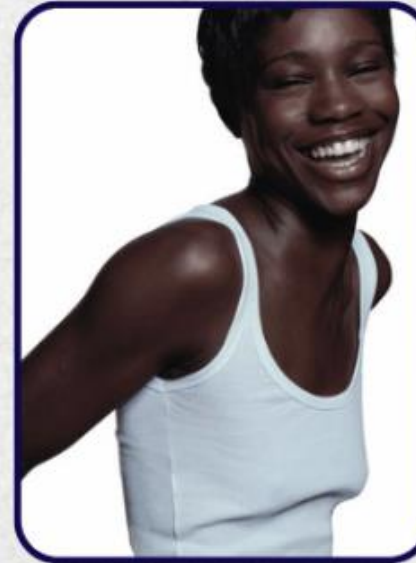
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Mad

Dove



**REAL
BEAUTY
CAMPAIGN**



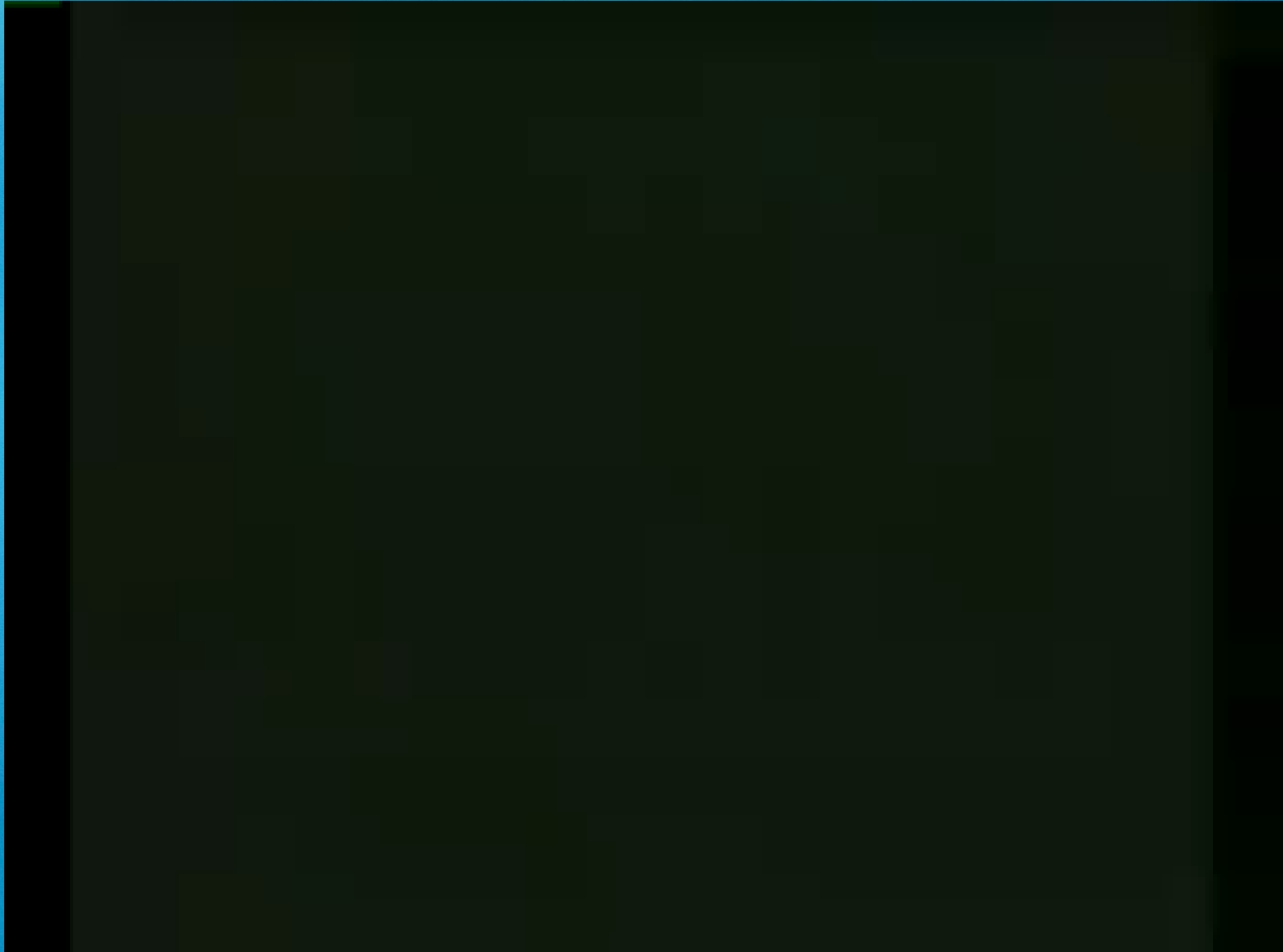
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Mad

Anger Makes Us *Stubborn*

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Afraid



Afraid

Fear Makes Us *Seek Safety*

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**HAPPINESS
MAKES US SHARE**

**SADNESS MAKES
US EMPATHIZE**

GLAD

SAD

MAD

AFRAID

**ANGER MAKES
US STUBBORN**

**FEAR MAKES US
SEEK SAFETY**

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We create authentic
connections when we:

Prioritize
Cultivate
Maximize

Prioritize the *Personal*





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ADDs

Prioritize the *Personal*

What's personal is universal.

Cultivate the *Culture*



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Proven Process
to Make Your
**Values More
Valuable**





TM

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Cultivate the *Culture*

Cared for people care for people.

Maximize the *Moment*





THE RITZ-CARLTON





Anna Brose, MSc

@alcesanna · [Follow](#)



I contacted [@Chewy](#) last week to see if I could return an unopened bag of my dog's food after he died. They 1) gave me a full refund, 2) told me to donate the food to the shelter, and 3) had flowers delivered today with the gift note signed by the person I talked to?? 🥹🥺

12:35 AM · Jun 15, 2022



626.1K



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Maximize the *Moment*

Do for **one** what you wish you
could do for **everyone**.

To be enduring, you must:

Prioritize the Personal

What's personal is universal.

Cultivate the Culture

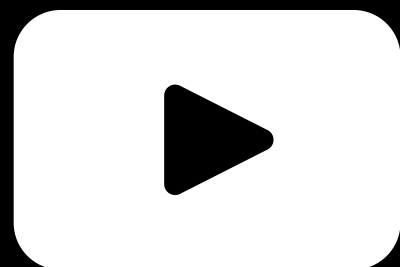
Cared for people care for people.

Maximize the Moment

Do for one what you wish you could do for everyone.



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Endearing is Enduring

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Cultivating Authentic Connections

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