

a gift of insight

LESS CONVENTIONAL WISDOM,
MORE HUMAN TRUTH.



BRANDTRUST

As we approach year-end, we encourage you to reflect on your achievements and your positive impact on the world.

At Brandtrust, we believe businesses and brands can become powerful forces for positive change when they are inspired and guided by Human Truth. This change often begins with a fundamental question fueled by the powerful and transformative emotion of **curiosity**.

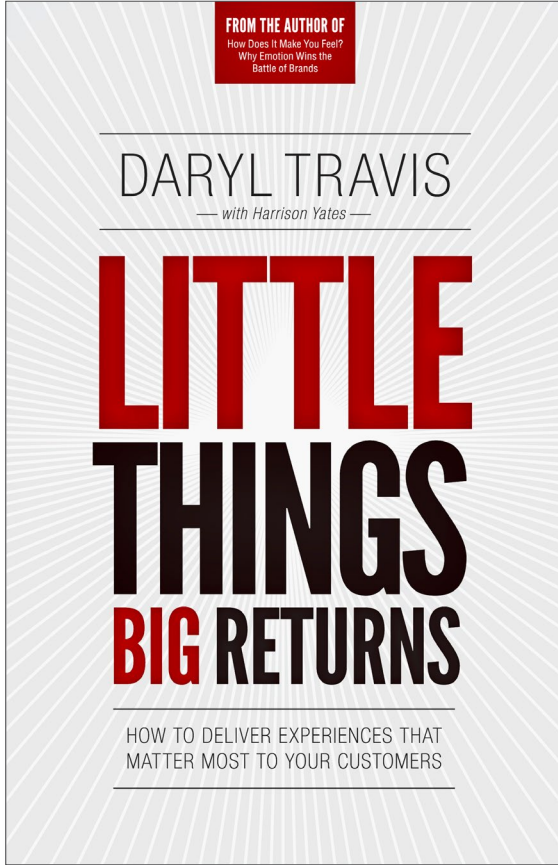
Driven by our own unwavering curiosity, we're delighted to present insightful perspectives from 12 impactful books that have shaped our thinking in 2023.

We invite you to explore these insights and **select a book** that resonates with you as our gift.

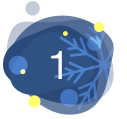
To choose your special *gift of insight*, please visit brandtrust.com/book.

Ignite Your Curiosity and Explore How the Power of Human Truth Can Transform Your Brand and Business!





Little Things Big Returns



Authors: Daryl Travis & Harrison Yates

There are dozens, even hundreds, of moments along a customer's journey with a brand, but only a few have the emotional power to define the experience positively or negatively. More than the big things you say, it's the little things you do that matter most, and the brands that deliver these moments are the ones engendering loyalty from customers and staying power in the marketplace.

- Embracing a higher calling is, in fact, good for business. Doing good and doing well can be a major part of a company's growth objective.
- Neuroscience research suggests that analyzing and strategizing logically don't yield results that resonate emotionally with consumers. It's been proven time and again that people are anything but cold, rational beings when it comes to consumer choices.
- We now live in a global village where transparency rules. Business leaders understand that the concepts engaging and galvanizing audiences are stories of experience and social responsibility.

HOW DOES IT MAKE
YOU FEEL?



*Why Emotion Wins
The Battle of Brands*

DARYL TRAVIS
with Harrison Yates

How Does It Make You Feel?



Authors: Daryl Travis & Harrison Yates

This book is about the wisdom of feelings—the ability to create emotional connections with customers. It's the story of how brands use emotional connections to create customer loyalty, and explores both the experience and the mystique of brands. *How Does It Make You Feel?* illustrates how brands with a higher purpose build bigger profits, not through altruism but rather through the clearly defined contribution they make to the world at large. Read the stories of great brands, big and small, with insights on how those brands achieved their success, and learn how to not only be a leading brand, but a leader of brands.

- People develop connections to brands that are much deeper than our rational minds can understand.
- Products are created by the hundreds of thousands every day, but brands are sold one at a time.
- Customer engagement is not an additional element of marketing; it is the primary passion of great organizations.

FROM GALLUP

CULTURE SHOCK

An unstoppable force is changing how we work and live.

Gallup's solution to the biggest leadership issue of our time.

Jim Clifton | Jim Harter

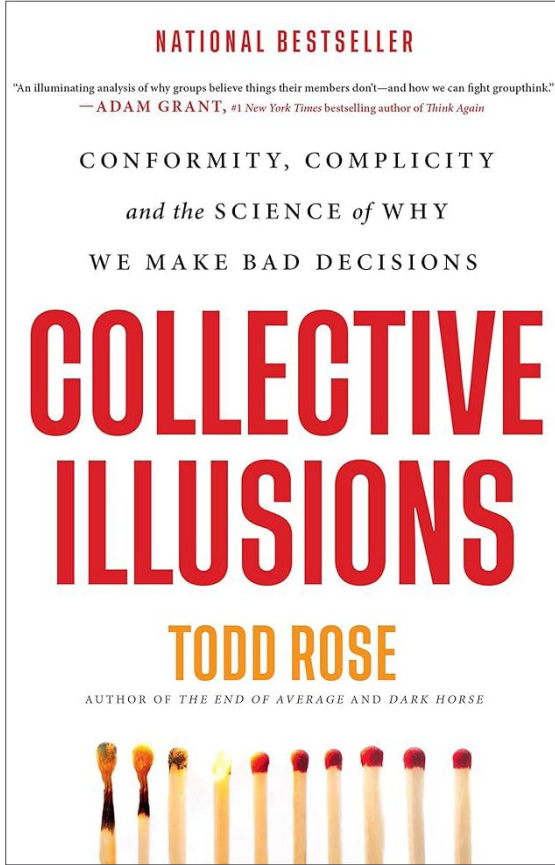
Culture Shock



Authors: Jim Clifton, Jim Harter

How organizations adapt to culture shock will determine whether they thrive or even survive and whether U.S. and global productivity will go up or down. How can an organization sustain customer loyalty during challenges in establishing a culture of committed employees dedicated to fostering and fortifying relationships with customers? Clifton and Harter's *Culture Shock* offers a solution that outlines a better world of work and life—one with far higher productivity, greater customer retention and better wellbeing.

- Employee engagement is foundational to improving the wellbeing, resilience and customer focus of a workforce because it includes elements of communication, development and collaboration.
- An essential aspect in instilling and nurturing a more robust culture is peer coaching. It is essential when managers can share their ideas with colleagues in ways that enable them to be open and feel listened to.
- The successful manager should filter decisions in the workplace through three criteria:
 1. How we work either individually or collaboratively.
 2. How to schedule and maintain a cadence of in-person meetings that complement how people want to work.
 3. How to maximize customer value via interactions.



Collective Illusions



Author: Todd Rose

What compels us to continue to believe lies that inevitably harm us? Todd Rose proves that the answer is hard-wired in our DNA: our brains are more socially dependent than we realize or dare to accept. Most of us would rather be fully in sync with the social norms of our respective groups than be true to who we are. Using original research data, *Collective Illusions* shows us where we get things wrong and form authentic opinions while valuing truth.

- Drawing on insights from neuroscience and social psychology, Rose illustrates how false assumptions can create a society marked by mistrust and discontent.
- Many of us assume that our beliefs are not shared or understood in the same manner by others, leading us to choose silence instead of bolstering our courage to take a potentially unpopular stand.
- The fear of ostracism is explored as a major motivating factor, and the same part of our brains responds to both social rejection and physical pain.



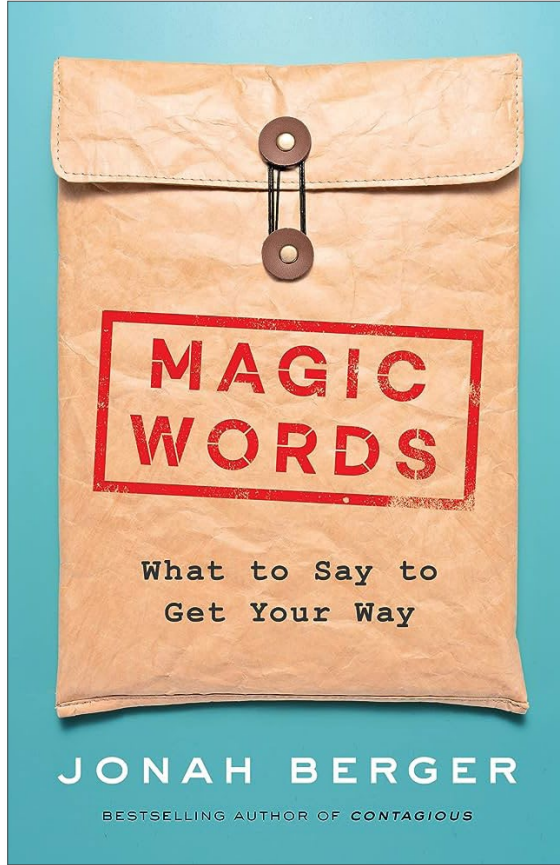
The Power of Human



Author: Adam Waytz

Paradoxically, the unparalleled access to each other that technology affords has liberated us from genuine interaction with them. Thanks to social media, we can know a campaigning politician's platform; an avid traveler's restaurant recommendations; and the daily emotional fluctuations of our friends without ever even picking up the phone. According to social psychologist Adam Waytz, our increasingly human-free lives come with a serious cost that we've already begun to pay: the loss of our humanity. *The Power of Human* shows us how to rehumanize and harness these unique abilities to improve our lives, beginning with our jobs.

- More than any other psychological stimulus, our presence can make experiences feel significant, inspire moral behavior, and encourage action.
- Since at least the 1960s, humans have become increasingly individualistic. Waytz attributes this profound shift toward individualism to four pillars of dehumanization:
 1. automation
 2. political polarization
 3. stratification
 4. marketization
- We can strengthen relationships with both our friends and enemies by humanizing intimacy and conflict in unexpected ways.



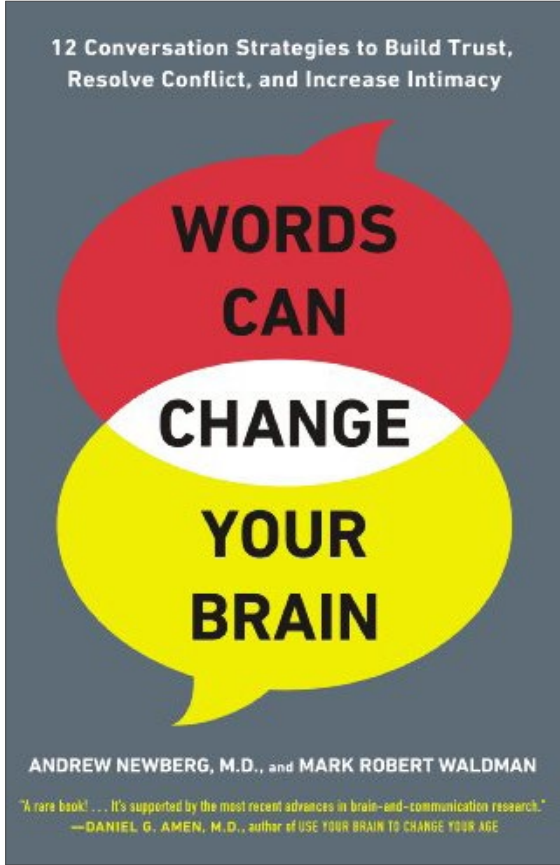
Magic Words



Author: Jonah Berger

New York Times bestselling author Jonah Berger's cutting-edge research reveals how six types of words can increase your impact in every area of life: from persuading others and building stronger relationships, to boosting creativity and motivating teams. *Magic Words* gives you an inside look at the new science of language and how you can use it. Technological advances in machine learning, computational linguistics, and natural language processing, combined with the digitization of everything from cover letters to conversations, have yielded unprecedented insights: to increase the impact of your words.

- Want people to listen? Ask them to be a listener. Want them to lead? Ask them to be a leader. By framing actions as a means of asserting desired identities or selves, it becomes possible to shape the actions of others.
- The book describes six types of magic words that we can use to change minds, engage audiences, and drive action, namely:
 1. activate identity and agency
 2. convey confidence
 3. ask the right questions
 4. leverage concreteness
 5. employ emotion
 6. harness similarity (and difference)



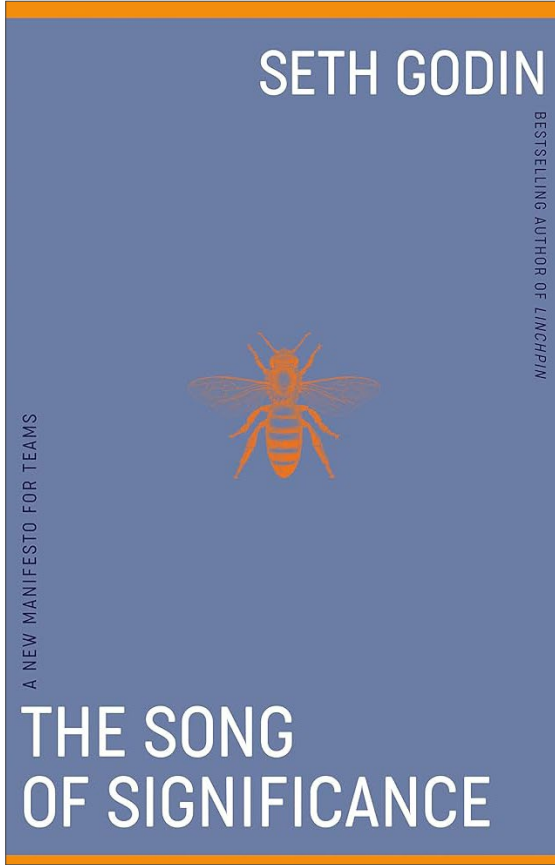
Words Can Change Your Brain



Authors: Andrew Newberg, Mark Robert Waldman

Andrew Newberg, M.D., and Mark Waldman have discovered a powerful strategy called Compassionate Communication that allows two brains to work together as one. Compassionate Communication can reposition a difficult conversation to lead to a satisfying conclusion. In twelve clear steps it allows us to create a special bond with whomever we are speaking, a bond that aligns our brains to work together as one. In this unique state – free from conflict and distrust – we can communicate more effectively, listen more deeply, collaborate without effort, and succeed more quickly at any task.

- If you want to connect with others better when talking, make sure to keep your mind relaxed, present, and quiet.
- Express appreciation, reflect on your deepest values, and observe nonverbal cues.
- Listen well, speak slower, and speak briefly.



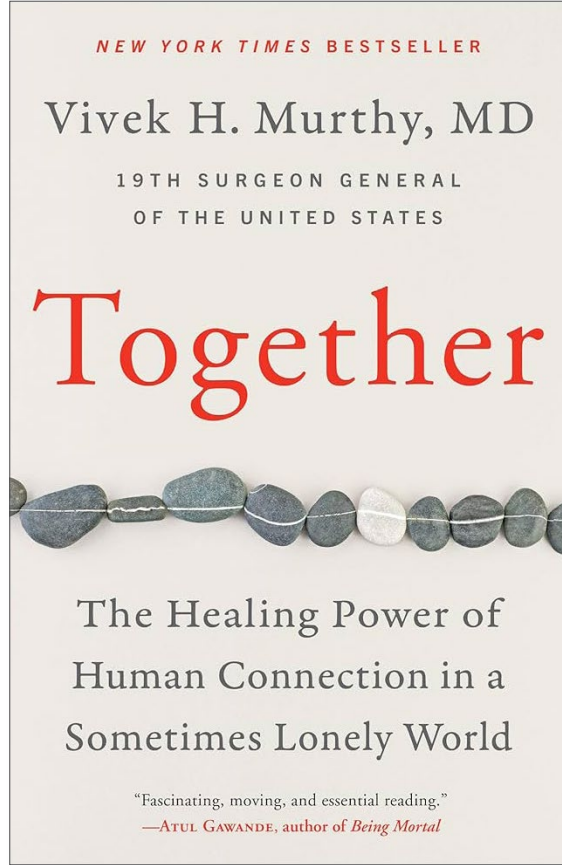
The Song of Significance



Author: Seth Godin

The Song of Significance is a rousing contemplation on why it is the way it is, why it's gotten so bad, what all of us – especially leaders – can do to make it better. Through 144 provocative stanzas, business author Seth Godin gets to the heart of what ails us; he shows what's really at the root of these trends, and challenges us to do better in ways that matter. No matter what our role, it's within our power to change. As Godin writes, “Humans aren't a resource. They are the point.” It's a manifesto about how organizations of any size can be more effective by asking “What do humans need? How can we create significance?”

- People want to do work that matters. Leaders of organizations create value when they build a culture where people make a difference.
- Culture beats strategy every time.
- Guiding principles for fostering employee satisfaction:
 1. Surprising oneself with accomplishment
 2. Encouragement of independent work
 3. Contributing to the creation of something important
 4. Being treated with respect by the team



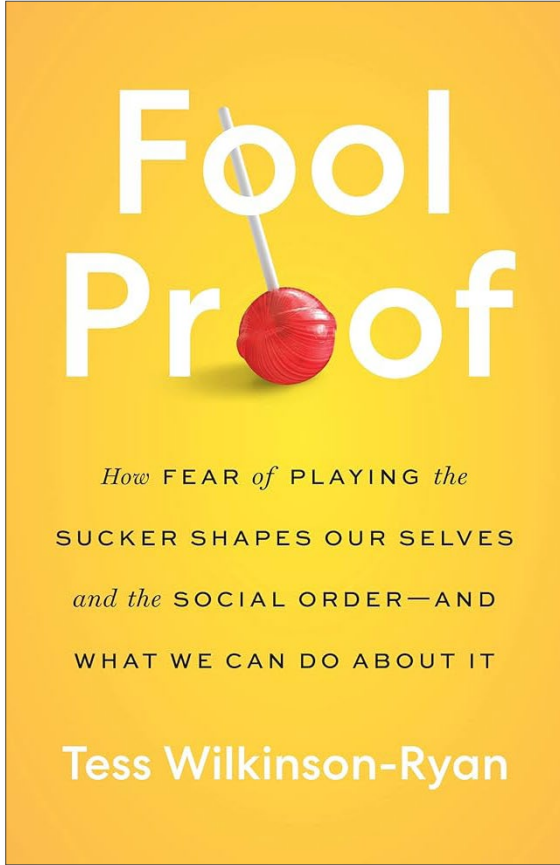
Together

Author: Vivek H. Murthy, M.D.

Former Surgeon General of the United States, Vivek Murthy argues that loneliness is the underpinning to the current crisis in mental wellness and is responsible for the upsurge in suicide, the opioid epidemic, the overuse of psych meds, and the over-diagnosing and pathologizing of emotional and psychological struggles. The good news is that social connection is innate and a cure for loneliness. In *Together*, Murthy addresses the importance of community and connection and offers viable and actionable solutions to this overlooked epidemic.

- Loneliness can be divided into the three layers of intimate, relational and collective loneliness.
- Our biological response to loneliness is a consequence of our evolutionary need for social connection. Over the long run, this response can have a destructive health impact.
- Changes in cultures and technologies are increasingly leading us to individualism over collectivism. We need to rebalance.





Fool Proof



Author: Tess Wilkinson-Ryan

The fear of playing the fool is a universal psychological phenomenon and an under-appreciated driver of human behavior. *Fool Proof* tracks the implications of the sucker construct from personal choices to cultural conflict, ultimately charting an unexpected and empowering path forward. University of Pennsylvania law professor and moral psychologist Tess Wilkinson-Ryan brings evidence from studies in psychology, sociology, and economics to show how the sucker construct shapes, and distorts, human decision-making.

- Facing the fear of being suckered head-on means deciding for ourselves what risks to take, what relationships to invest in, when to share, and when to protest. It can be a way to improve decision-making, to think clearly about our goals and our vulnerabilities, and how to live with integrity in a sucker's world.
- In some cases, you can see the fear of playing the sucker or the prospect of playing the sucker invoked strategically to warn people away from some of their most generous instincts.
- Tropes about who's a sucker and who's a schemer often occupy the content or constitute the content of intergroup prejudice.



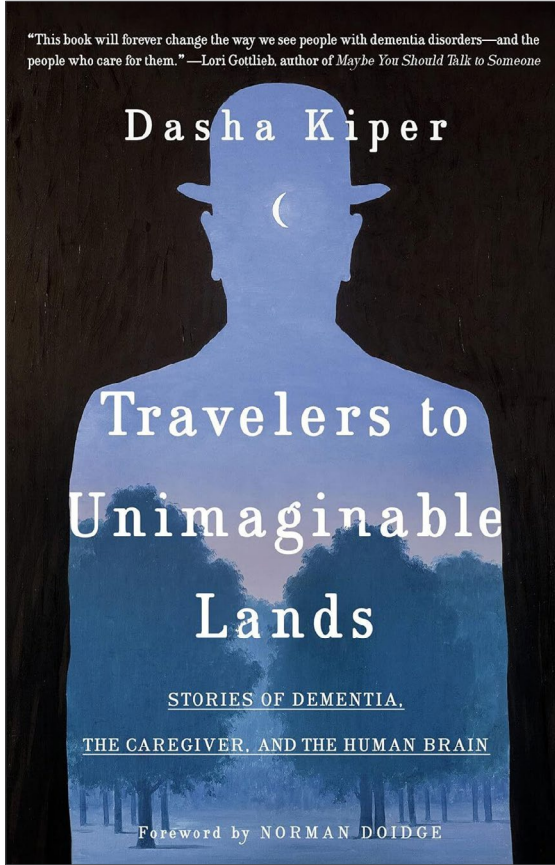
The Perfection Trap

Author: Thomas Curran

This illuminating book explores how the pursuit of perfection can become a dangerous obsession that leads to burnout and depression—keeping us from achieving our goals. *The Perfection Trap* is for anyone who has ever felt overwhelmed by the soul-crushing need to not just compete but compete to a level beyond reason. In place of an ever-moving treadmill, it offers the relief of letting go to focus on what matters most and win for ourselves a more purposeful and contented life.

- Perfectionism is really about deficit, about lack, and about a sense that we're not good enough; that we're not perfect enough.
- There's working hard, but there's also working unsustainably hard.
- Self-sabotaging behaviors, not just complete withdrawal, but also things like procrastination, avoidance, and pulling oneself away from doing really difficult tasks are a way to manage the anxiety of falling short.





Travelers to Unimaginable Lands



Authors: Dasha Kiper, Norman Doidge

Inspired by Dasha Kiper's experience as a caregiver and counselor and informed by a breadth of cognitive and neurological research, *Travelers to Unimaginable Lands* dispels the myth of the perfect caregiver. In these compassionate, nonjudgmental stories of parents and children, husbands and wives, contending with dementia disorders, Kiper explores the existential dilemmas created by this disease. By demystifying the neurological obstacles to caregiving, Kiper illuminates the terrible pressure dementia disorders exert on our closest relationships, offering caregivers the perspective they need to be gentler with themselves.


- “Dementia blindness”, how long it takes caregivers to recognize or acknowledge the new reality of their loved ones, isn't simply a defense mechanism, but a product of how a healthy mind normally works.
- Even when threatened by disease and deterioration, the healthy brain defaults to making sense of what we see: from building relationships on the basis of a shared reality to believing in an essential self.
- The healthy brain automatically attributes to other people the existence of a continuous self that is sustained over time and this does not disappear when we become caregivers for people whose own brains/“sense of self” begin to falter.



Business Challenges are Human Challenges.
And Humans are Complicated.

Brandtrust is a brand consultancy offering a more human way to build brands and create meaningful change. From research that unlocks customers' nonconscious drivers with methodologies grounded in the applied social and behavioral sciences to strategic and activation services, we infuse Human Truth into brand building, innovation, experience, behavior, and internal culture challenges.

**Our Promise to You is Brand and Business
Transformation Powered by Human Truth.
Ready to Unlock Your Brand's Potential?**

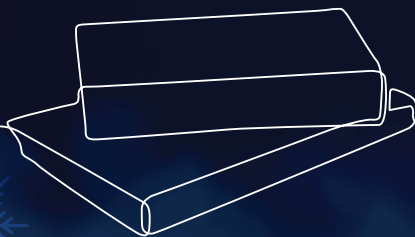


THE POWER OF

human truth

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