

Every client and every encounter is unique

Transactions
↳ Experiences

What's going on around their tree?

Remember, the leaves on the tree represent our individual service interactions with our clients and the tree represents the totality of their experience with our firm. But...the client's life isn't only the tree we create with them. It includes everything going on around their tree. This exercise encourages you to think about what is going on around your client's tree and how that may influence their view of the tree or present opportunities for use to deliver unreasonable hospitality.



We spend the majority of our time thinking about the things WE do as a firm...our situation...when WE need things done...how OUR schedule is looking...how our process works. We often think about these things in terms of client service. All of this, while important, are below the ground, invisible to our clients or at the very least assumed to exist.