

we entered the hospital, and she didn't seem afraid. Yet as we took the elevator up to the pre-op room, I could tell she was becoming increasingly nervous as the floors ticked by.

Over the next two hours, the nurses prepped her for surgery, giving her IV fluids and a swallow of medicine. I was by her side the whole time.

Finally it was time to go into the operating room, and the nurse came to wheel her away from me. My heart tightened.

To ease her fears, the pediatric nurses gathered around her and created a "bubble parade," blowing little soap bubbles as they went into the operating room. To create this fairy-tale experience, they used a wand. Specifically, a bubble wand. All the worry and fear melted from my daughter's face as she was captivated by the magical moment.

As a parent, I felt a great deal of gratitude for this small but meaningful touch. As a marketer, I was awed. I'd just witnessed my daughter's customer experience switch from anxiety to anticipation in less than ten seconds. The magical bubble parade interaction was simple to execute, immediately beneficial, virtually free, replicable, and rewarding for both the customer and the employee.

When you speak to people in the language of relationship by giving them an emotional experience, they will remember the feeling. The language of relationship can even turn a sterile service into a vibrantly heartwarming memory. As Maya Angelou said, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

What Is "Passion"?

Passion makes our hearts swell, our pulses race, and our emotions rise.

It excites and encourages. It cheerleads and plays. It inspires and intoxicates. It flirts and coaxes. When you communicate with passion, you make people feel like they can do more, be more, and become more.

Passion doesn't rely on rational information, or stem from wise and reasonable decision making, which can be easy to ignore, especially if we don't feel like analyzing something. (Whether we *should* crave cheesy Taco Bell nachos rarely determines whether we actually *do* crave them.) Passion comes from the heart and from the gut. As a result, this form of communication is especially useful in heightening connection and desire.

When you effectively speak the language of relationship, on some level, we'll fall in love with you.

PASSION:

THE LANGUAGE OF RELATIONSHIP

Engaging, heartwarming, and inspirational, Passion elevates emotions and connects us to something bigger than ourselves.

Five Adjectives to Differentiate Your Passion Brand

Does your brand inspire and motivate others to connect with you? If so, you speak the language of relationship. Build your messaging around the following five qualities: