



The Rules of Enchantment

By Hope Shores

Recently, **insight** spoke with Guy Kawasaki, business marketing guru, founder of Alltop.com, former Apple evangelist, and author, to discuss his latest endeavor, *The New York Times* bestseller *Enchantment: The Art of Changing Hearts, Minds, and Actions*. Kawasaki discusses how to go beyond expectations to truly “enchant” your consumers and why this marketing goal is essential for healthcare providers.

Spreading Your Wings...and Avoiding the Butterfly Net

Guy Kawasaki offers tips for achieving enchantment in the business marketplace. Set your sights on these dos and don'ts to transform your organization into a soaring success:

Do...

- » Be an active player in your organization.
- » Dress your best to fit your mission.
- » Find commonality.
- » Perfect your handshake.
- » Place your trust in your peers.
- » Smile.
- » Welcome differences in opinion.

Don't...

- » Ask your employees to do tasks you would not do.
- » Be long-winded.
- » Completely trust the opinion of a single person.
- » Fall into temptation that strays from your mission.
- » Follow the crowd.
- » Ignore criticism.
- » Neglect individuals who affect your decisions.
- » Procrastinate delivering bad news.

« Q & A WITH KAWASAKI CONTINUED ON PAGE 22 »

Q & A with Kawasaki:

insight: *What is enchantment, and why is it so critical for success?*

Kawasaki: Enchantment is the process of creating a deep, long-lasting relationship with your customers that goes beyond simple transactions. This relationship involves a genuine message from an organization that is likeable, trustworthy, and good—and a creation of that type of reputation within the community. Enchanting customers facilitates loyalty and an emotional attachment to an organization.

insight: *How can healthcare organizations promote and sustain likeability and trustworthiness within their communities?*

Kawasaki: Start by identifying the decision-makers and people with influence in the community who can help you reach out to groups that catalyze trustworthiness and likeability. Show how your own brand of magic works by opening your arms and letting the community really see what you do. Initiate events that allow the public to take a peek at specific service lines, and create a local presence by attending health fairs.

If you are met with any opposition in the process, break down this resistance by finding a way to agree on something, no matter how trivial. Meet the members of your community on their level and at their convenience.

insight: *How can social media networks help promote enchantment?*

Kawasaki: Twitter™, Facebook®, and other social media networks are avenues for businesses to position themselves as experts in their respective fields, and healthcare organizations can capitalize on this effective global communication. Healthcare professionals must create a social media presence that engages audiences—don't define your social media efforts by simply publicizing press releases. Instead, think about how every post will continue your dedication to enchanting consumers. Though it may be exciting that your hospital recently hired a new physician or won an award, these posts should be kept to a minimum. Share information that is actually relevant to your followers' lives—a new study about drinking soda or a recent surgical innovation. This information may not directly relate to the hospital, but relevant and interesting information may inspire your followers to pass along or retweet (RT) your message. The more RTs you receive, the greater potential you have for gaining a wider audience of followers.

insight: *How can organizations continue enchantment after the "honeymoon stage?"*

Kawasaki: Create ways customers can demonstrate their loyalty to your organization. For example, start a program that offers a direct benefit to the public, such as providing a decal featuring your logo that allows cars to park in a local lot for a reduced price. As more decals are placed on cars, more people will notice and associate this popularity with your organization. These services that extend beyond the typical can help the magic last and express a dedication to the communities you serve.

While you think of new ways to attract a consumer base, don't neglect enchanting your own staff. Enable your employees to master new skills to become better healthcare practitioners.

Your organization should be focused on a higher purpose—promoting better health—rather than collecting money for services and micromanaging. In addition, your employee satisfaction will catalyze even more likeability in your favor.

For more information about Kawasaki and *Enchantment*, visit www.guykawasaki.com.

The Life and Times of Guy Kawasaki

Guy Kawasaki knows successful marketing. His diverse background combines product evangelism, developing software and databases, consulting, speaking, writing, investing, and even selling fine jewelry.

Shortly after earning an MBA at the University of California, Los Angeles, Kawasaki was hired as an evangelist for an up-and-coming computer company: Apple. Kawasaki spent several years promoting the Macintosh computer to software and hardware developers before starting his own Macintosh database company, ACIUS, which created the 4th Dimension database that is still successful today. After creating Fog City Software and returning to Apple for a few years, Kawasaki settled into his current role as a founder of both Garage.com and Alltop.com.

During this extensive career, he has written 10 books and numerous articles for *Forbes*, *Macworld*, and *MacUser*. He continues to write, speak at events, and pursue his mastery of social media.

His 10th book, *Enchantment: Changing Hearts, Minds, and Actions*, has been released in more than 14 countries and gained recognition on numerous best-selling book lists, including *The New York Times*, *The Wall Street Journal*, and *Publisher's Weekly*.