

THE

HUMAN

A horizontal line of silhouettes of people in various business poses, such as talking, shaking hands, and standing, is positioned behind the word 'HUMAN'. The silhouettes are light gray and span the width of the text.

BRAND

**DELIVERING CUSTOMER EXPERIENCES
THAT INSPIRE IN THE DIGITAL AGE**

TWO **AGE OLD** JUDGMENTS

Warmth Perceptions

Competence Perceptions

Resulting Emotions

Resulting Behaviors

Warm

+

Competent



Admiration,
Pride



Attraction,
Loyalty

Cold

+

Competent



Envy,
Jealousy



Begrudging Cooperation,
Obligatory Association

Warm

+

Incompetent



Sympathy,
Pity



Indifference,
Neglect

Cold

+

Incompetent



Contempt,
Disgust



Rejection,
Disassociation

Sympathy & Neglect



Admiration & Loyalty



Warmth



Contempt & Rejection



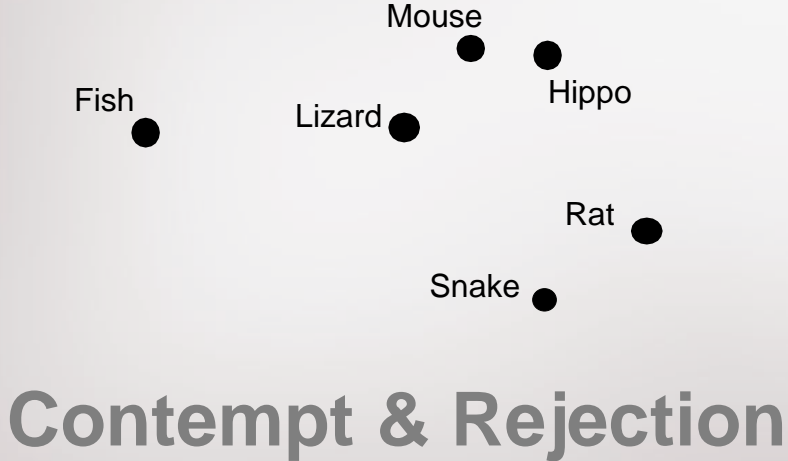
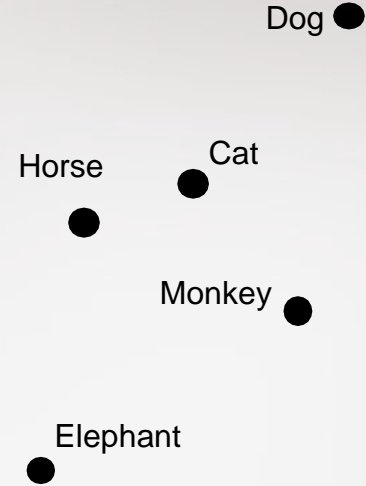
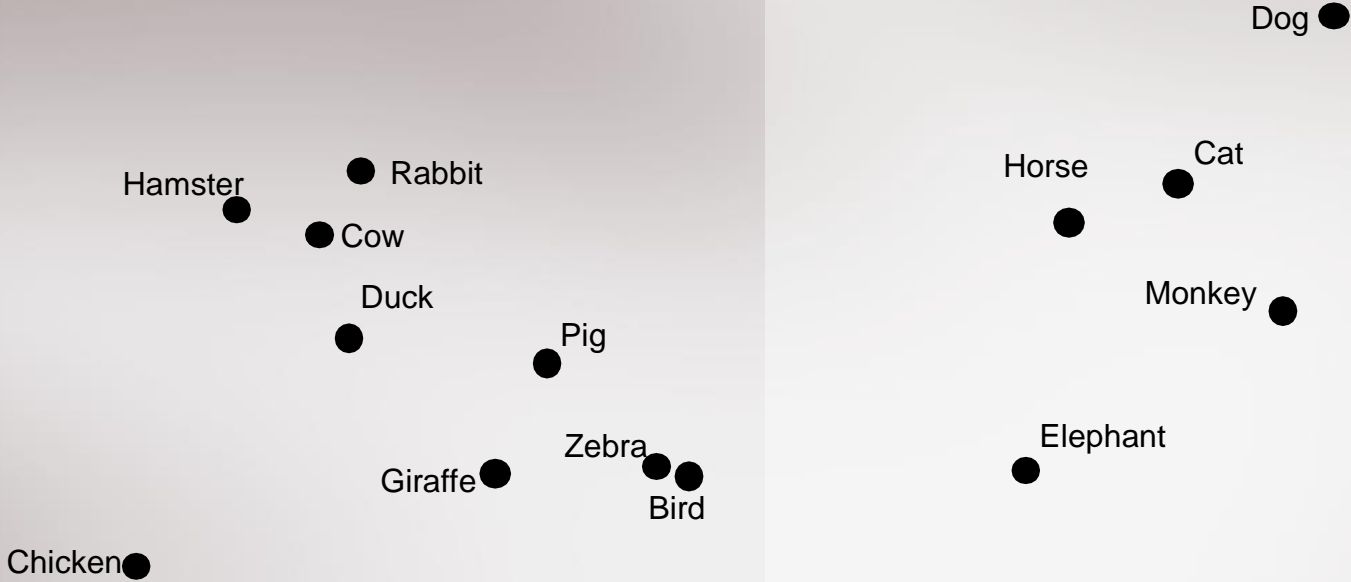
Envy & Distrust

Competence

Sympathy & Neglect

Admiration & Loyalty

Warmth



Competence

Sympathy & Neglect

Admiration & Loyalty

Warmth

- VA Hospitals
- Public Transport
- USPS
- Amtrak

- Habitat for Humanity
- Boys & Girls Club
- DAV
- Zappos.com
- Honda
- Macy's
- Best Buy
- Humane Society
- Salvation Army
- Minute Maid
- McDonalds
- Burger King
- Ford
- Tylenol
- Advil
- Tropicana
- Campbell's
- Hershey
- Johnson & Johnson
- Amazon.com
- Coca Cola

- Travelers Insurance
- Toyota
- Shell
- Sears
- Bank of America
- JPMorgan Chase
- Citibank
- Walmart
- Exxon
- Morgan Stanley

- Gucci
- Cartier
- Mercedes
- Rolex
- Rolls Royce
- Porsche

- BP
- AIG
- Goldman Sachs

Contempt & Rejection

Envy & Distrust

- Marlboro

Competence

USA

Sympathy & Neglect

Admiration & Loyalty

Warmth

National Health Service

City Subway

Domino's Pizza

ING

Deutsche Bank

HSBC

BNP Paribas

World Health Organization

National Postal Service

McDonald's

Ford

Renault

Mercedes

Burger King

Starbucks

Rolls Royce

Contempt & Rejection

Envy & Distrust

Competence

Europe

WARMTH AND COMPETENCE



50%
OF BEHAVIOR

MORE DATA
LESS LOYALTY







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Gail Cook ▸ Panera Bread

August 8, 2012 at 2:51pm · 🌐

My grandmother is passing soon with cancer. I visited her the other day and she was telling me about how she really wanted soup, but not hospital soup because she said it tasted "awful" she went on about how she really would like some clam chowder from Panera. Unfortunately Panera only sells clam chowder on Friday. I called the manager Sue and told them the situation. I wasn't looking for anything special just a bowl of clam chowder. Without hesitation she said absolutely she would make her some clam chowder. When i went to pick it up they wound up giving me a box of cookies as well. Its not that big of a deal to most, but to my grandma it meant a lot. I really want to thank Sue and the rest of the staff from Panera in Nashua NH just for making my grandmother happy. Thank you so much!
Brandon Cook Wilton NH

Like · Comment

👍 812,408 people like this.

48 of 34,977

💬 View previous comments



Ann Zimerman Finley This is a very big deal. Wow! God bless Sue at Panera's.
September 1, 2012 at 4:48pm · Like



Patti Stanton That place is great! How sweet that went out of their way to make your G'mother feel special. Waa hoo for Panera.
September 1, 2012 at 6:42pm · Like



Cyrus Twirpwhirler My family is eating at Panera tonight because of this story. Way to go Sue and Paneral
September 1, 2012 at 8:10pm · Like · 🍌 1



Judy Lynn sometimes its the little things that mean the most....Kindness--goes a long way!!
September 1, 2012 at 8:54pm · Like · 🍌 1



Pamela Thompsom I work for that place and I love working for them we just did lem aid for make wish foundz and we raise a lot for money for to get there wish and I am so happy that they we to make her day amen
September 1, 2012 at 9:04pm via mobile · Like



Alejandra Padilla beautiful 🍌
September 1, 2012 at 9:29pm · Like · 🍌 1



Mary E Gillespie Great story. Love that you commended Panera and publicized their customer sensitivity. Thank you.
September 1, 2012 at 10:54pm · Like



Mary Reynoso that so cool that there still good people out there
September 1, 2012 at 11:06pm · Like · 🍌 1



Nancy Schultz Such a sweet act of kindness... The spirit of the Lord is always working - Beautiful person Sue & staff.
September 2, 2012 at 10:03am · Like · 🍌 1



MariCarmen Bustamante Thank you Sue and all the people at Panera, we need more people like you
the only "thing" important & Real and you showed it in a very gracious way.
your Heart 🍌



812,408
PEOPLE LIKE THIS

34,977
COMMENTS

THE

HUMAN

BRAND



A satellite-style view of the Earth with a network of glowing blue lines and nodes overlaid, symbolizing global connectivity. The text 'RELATIONSHIP RENAISSANCE' is prominently displayed in the center-left.

RELATIONSHIP RENAISSANCE



WELCOMING
GENUINE
CONSIDERATE
KNOWLEDGEABLE
INVOLVED





**WARM
COMPETENT
A LASTING
DIFFERENCE**



IMPERATIVES

**BECOME
MORE
SELF-
AWARE**

**EMBRACE
SIGNIFICANT
CHANGE**

**REBALANCE
PRIORITIES**



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HUMAN

A horizontal line of silhouettes of people in various business poses, such as talking, standing, and interacting, is positioned behind the word 'HUMAN'. The silhouettes are rendered in a light gray color, creating a subtle background for the main text.

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