

GOOD BUSINESSES ARE PROFIT-FIRST

A black and white photograph of a young girl with her hair in a bun, wearing glasses and a denim jacket over a white t-shirt. She is standing with her arms outstretched against a wall, smiling broadly. The image is the central focus of the graphic.

GREAT BUSINESSES ARE HUMAN-FIRST



Shoppers say that the H-E-B grocery store in Leander, Tex., allowed them to leave without paying after the power went out Tuesday. (Deb Hennessy)

“You’re our customers.
You probably
need this stuff .
Go ahead and have a
nice day.”

- *Washington Post*, 2021

“You **didn't need** to come to the counter. You could have just done this at the kiosk.”

- *American Airlines Employee, 2024*





Why the **difference** ?

“Something was causing
that employee to have a
bad day .”

- *Lis' Friend, 2024*





Well-being is ... “What is **intrinsically valuable** relative to someone.”

—

“Something that is ultimately good for or in the **self-interest** of a person.”

1

¹ Crisp, Roger (2017). "[Well-Being](#)". *The Stanford Encyclopedia of Philosophy*. Metaphysics Research Lab, Stanford University.

“Customer experience

(CX) is the customer’s total experience with a company, including all their interactions and touchpoints.”





- Acquiring customers is **up to 25x more expensive** than retaining existing customers. *(HBR, 2014)*
- Repeat customers **spend 67% more** than new customers. *(BIA/Kelsey, 2014)*
- **77% of repeat customers refer** brands to a friend after one positive experience. *(Temkin Group, 2020)*

Great CX improves your
company's reputation
and increases
employee morale ...
which leads to even better CX.





Companies with highly engaged workers report
20% higher sales
and **233% more**
customer loyalty .²

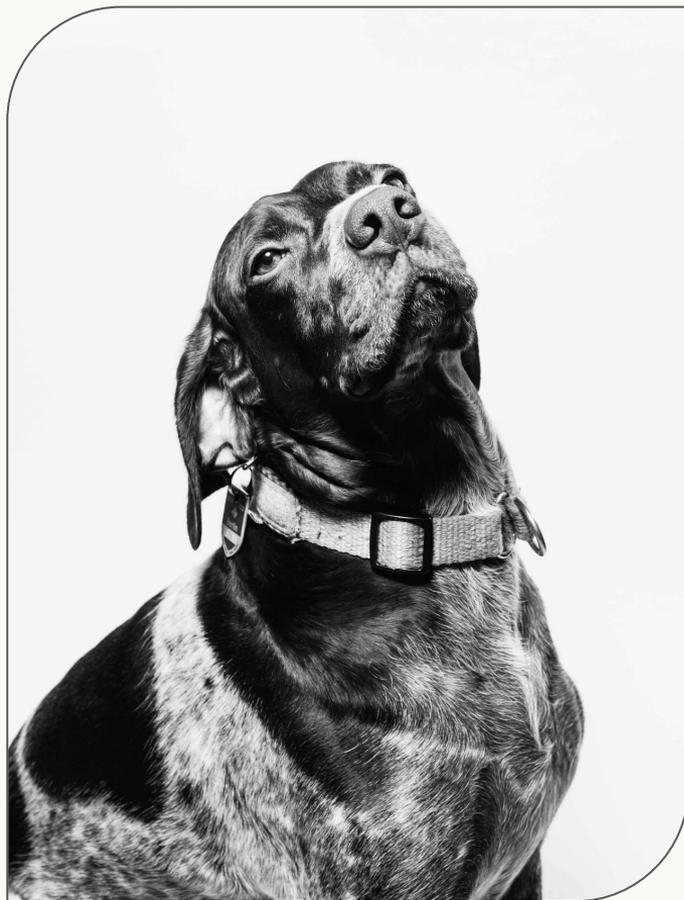
² RingCentral. ["10 Stats that Show the Undeniable Connection Between EX and CX"](#).

How can we foster **positive**
well-being ?

We nurture:

- **Autonomy** – taking control of one's own decisions and behavior
- **Competence** – feeling capable and qualified to produce desired outcomes
- **Relatedness** – feeling connected to others³

³ University of Rochester Medical Center.
["Self-Determination Theory."](#)





Being a
human-first
company means
focusing on employee and
customer **well-being** .

Nurture employees':

- **Autonomy** – taking control of one's own decisions and behavior
- **Competence** – feeling capable and qualified to produce desired outcomes
- **Relatedness** – feeling connected to others



- **Invest in retention** to save on acquisition.
- Reap **higher Customer Lifetime Values** and Amounts Per Purchase.
- Reroute marketing and sales spends to **expanding into new markets** .
- **Make branding thrive** versus having to repair it.
- Reduce **employee turnover** – and related training costs.





Your job as a leader is **hard**.

The **benefits** of being human-first (instead of profits-first) **are always greater than the effort.**



- Improved **employee well-being**
- Happier, **more loyal** customers
- Improves **business outcomes**



“Is asking companies to be **human-first** so that they can make more profits really the **human approach** ?”

- Lis, thinking to herself





“People who think they aren’t changing the world are **wrong** . Everyone is changing the world a little bit every day. You can nudge it **positively or negatively** depending on your actions.”

- Lis' Mentor, 2024

Key Takeaways:

1. **Employee well-being** impacts **customer well-being** , which impacts **business outcomes** .
2. **Human-first leaders** foster employee and customer well-being.
3. Happy employees and customers are **better for business and for the world** .





Use your business
to create the world you
want.

THANK YOU!



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