

PARTICIPANT EXERCISE: LESSON 7 – SUPPLEMENTAL
Bernadette Jiwa: *Telling Your Story to Grow Your Business*

Interview Time: 25:17

1. Bernadette explains that we don't enjoy fortune cookies because of how it is as a cookie, rather we enjoy it because there's an experience connected with it. What experiences does your company provide for your customers?

2. Bernadette says empowering your employees is critical to customer loyalty and telling your story. How have you empowered your employees to help customers on their own, without getting you involved?

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3. Bernadette talks about the importance of giving a business a personality when she references the iced coffee company. Does your company have a personality and an attitude, and if so, how would you describe it?

4. The definition of empathy is “the ability to understand and share the feelings of another”. Bernadette says that empathy is the most important way we can connect to customers. How do you and your employees show both new and existing customers empathy?
