

THE JORDAN HARBINGER SHOW

Worksheet for Dan Heath | The Power of Moments and How to Create Them (Episode 12)

Life is made up a countless sequence of experiences; much of it is forgotten over time, but certain memorable moments can endure for as long as we live.

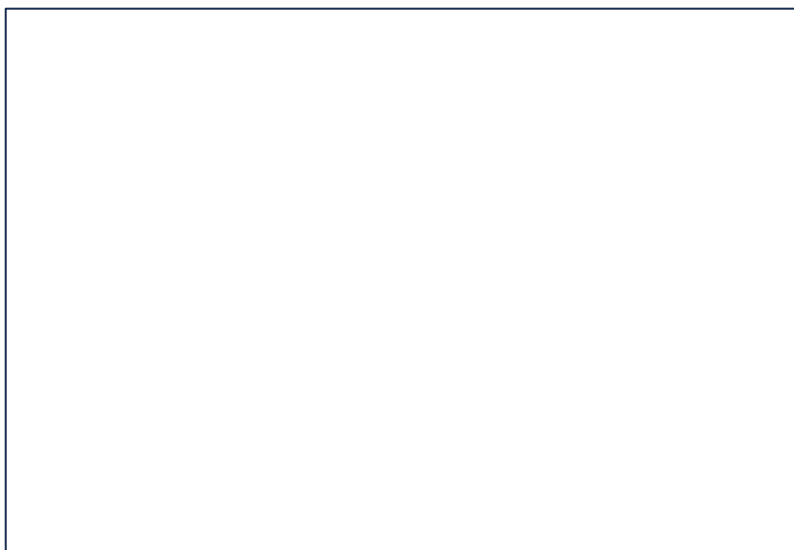
In [episode 12](#) we were joined by Dan Heath, co-author of [The Power of Moments: Why Certain Experiences Have Extraordinary Impact](#), to explain why these defining moments stand out above all other experiences and how we can cultivate these moments in ourselves and others.

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Defining Moments

Dan points out that when we recall “experiences” we are really remembering moments, and that those moments, be they peaks in the experience, or endings, have a disproportionate size in our memory banks.

Take a moment and write down four defining moments in your life — three positive ones and one negative one. What made them defining?

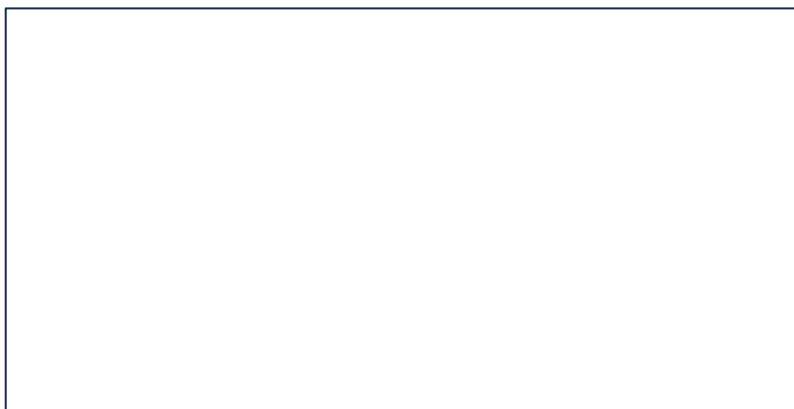
A large, empty rectangular box with a thin black border, intended for the user to write down their four defining moments.

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Chapter Dividers

Dan also notes that sometimes we need “chapter dividers” for our own hero’s journey and that sometimes we will have to manufacture those dividers ourselves (the example he uses is with the widow who creates a marriage-ending ceremony to move on from the death of her husband).

Can you recall any chapter dividers you’ve manufactured? Why did you manufacture them and have they been useful to you, in retrospect? Why or why not?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the prompt above.

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Hospitality Harnessing the Power of Moments

Dan tells us the story of the Magic Castle Hotel and its popsicle hotline and other memorable amenities, Fitbit and its “India Badge,” as well as the fact that Southwest Airlines gets a tangible bump in additional flights from its zany safety announcement antics. These teams really get the power of moments.

Can you think of a similar memorable hospitality moment?

What made it special? Be as specific and detailed as you can be, while framing your language with the vocabulary that Dan introduced us to in

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the episode (peaks, endings, oddball effect, milestones, etc.).



Getting Comfortable with Uncertainty

Dan shares a quote from Tania Luna, co-author of [Surprise: Embrace the Unpredictable and Engineer the Unexpected](#): “We feel comfortable when things are certain, but we feel most alive when they aren’t.”

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No one desires uncertainty, but can you recall a time when you truly agreed with this quote and why (or why not)?

Extra Credit: Armed with the knowledge from this episode, plan at least one moment for your personal or professional life — either for yourself or for someone else.

Full show notes and resources for this episode [can be found here](#).

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About



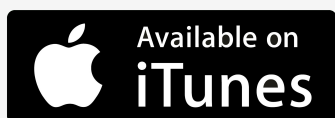
Join Jordan Harbinger (critically acclaimed host, formerly of The Art of Charm) as we get deep into the untapped wisdom of the world's top performers -- from legendary musicians to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth -- and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these insights into your own life and live what you listen.

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