# Moments of Truth

NOTES

Each chapter interaction is a Moment of Truth—the point where an individual chooses to engage or disengage from what is offered. How do new guests, new members, our patrons, new audience members see us? How do community partners, businesses, music educators and arts groups see us?

Every individual experiences a Moment of Truth when they encounter us. Are we making sure that we "delight and astound" them? How can we be sure?

## Moments of Truth — Prospective Members

Chuck Green, in "compellingly Attractive Chapter Meetings", listed 13 Attractive Value Characteristics of which seven were identified as "Deal Makers" to members and prospective members. When any of the seven "Deal Makers" is weak or only average, it becomes a "Deal Breaker".

Three "Deal Makers" are recognized immediately and can be evaluated in a Moment of Truth:

- People are appreciated and sought for their talents
- People get a high return on their investment of time, energy and resources
- People experience fun, humor and positive attitudes

How well do your chapter meetings meet these characteristics?



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## Moments of Truth—Show

From the prospective of the audience member, list several "Moments of Truth" that they could experience when attending your chapter show.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Each of these events can help engage or disengage an audience member. What needs to improve to "astound and delight" an audience member attending your chapter show?

1. _____
_____
2. _____
_____
3. _____
_____
4. _____
_____

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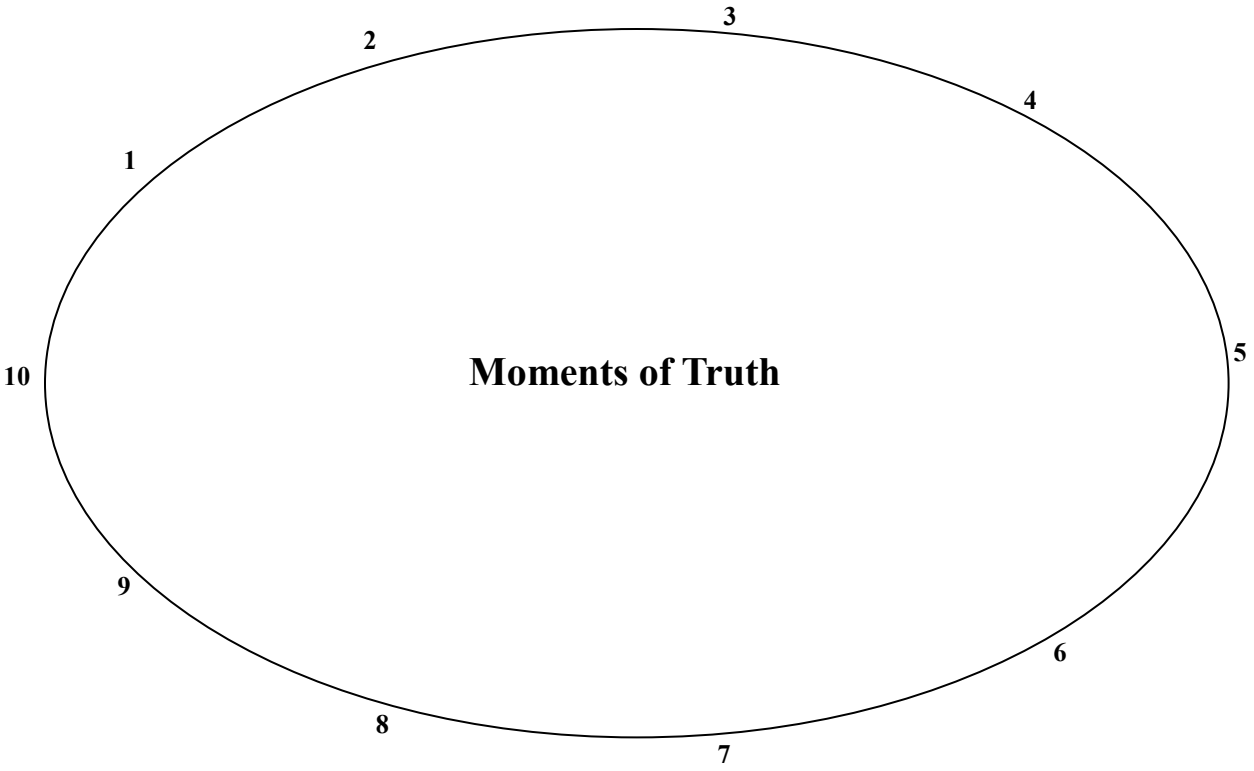


A Moment of Truth is **any** interaction by email, web page, phone, or in person that forms an impression. On it's own, each Moment of Truth is small stuff. A chapter will not sink or soar based on one tiny event. But, each Moment of Truth is added to the scale and tips the experience.

**EXERCISE:** Analyze an event. Ex: guest night, meeting with music educators

Event to be analyzed_____

Use the Moments of Truth model above to identify all of the activities involved in the event from the customer's perspective. What can my chapter do to ensure a positive, delightful and astounding experience at each Moment of Truth?

_____

_____

_____

_____