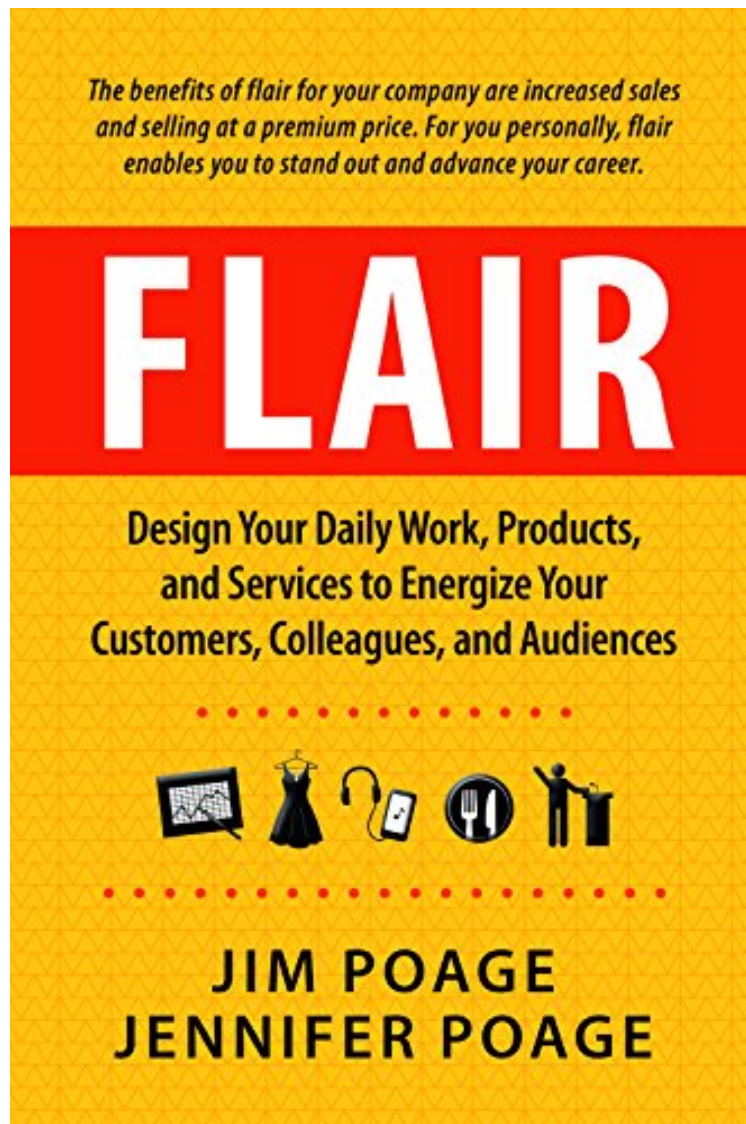


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# Flair: Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences

*Jim Poage, Jennifer Poage*

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**Jim Poage, Jennifer Poage : Flair: Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences** before purchasing it in order to gage whether or not it would be worth my time, and all praised Flair: Design Your Daily Work, Products, and Services to Energize Your Customers, Colleagues, and Audiences:

0 of 0 people found the following review helpful. Extremely helpful insights on how to better communicateBy Karen

MariscalJim and Jennifer Poage's book helped me to understand how important it is to have an emotional connection with my audience. Since putting the Poage's book into practice I have been able to make my presentations much more interesting, and my writing more compelling. There is more and more science coming out about how our brains are not necessarily rational, and the Poage's understand that, and explain how best to communicate with our fellow humans. Great book!

1 of 1 people found the following review helpful. An Interesting Take On An Elusive And Valuable Concept

By Brook Manville

On the surface this is like many business books--examine various successful cases and distill a concept that can help practitioners do their jobs better on the basis of a structured approach to pursuing the winning attributes seen in the cases. On that basis alone it is well-argued and helpfully illustrated discussion, with plenty of practical tips and implications for "you the reader." What's actually more interesting about the book is (to analogize from one Olympic competition), "the difficulty of the dive" they have attempted--to somehow reverse engineer, explain, and prescribe action for creating a fundamentally emotional and very intangible concept for any product, process or service. For the Poages, "flair" will make all the difference, bringing "meaningful and joyful essence" to business endeavor, creating better goods and enhancing sales. Given all the interest in recent years about "design thinking" it is refreshing to see an effort to translate some of those often ultra-conceptual ideas to a more concrete and everyday form. The nagging question that remains is whether the elusive and seductive idea of "flair" can in fact be captured with the workman-like analysis of various contributing elements discussed (storytelling, entertainment, sincerity, etc). All of the attributes the Poages discuss show up in other formulas for business success--have they really discovered an entirely new combination of those that can indeed reliably produce magic? Having read the book I am less convinced they have totally nailed something that by definition defies "being nailed" in any specific way. But their effort and approach--combining serious thought and light-hearted story-telling of their own--justifies the read. I congratulate them for not just attempting a most difficult dive but landing in the pool with some admirable style of their own.

0 of 0 people found the following review helpful. Flair's Principles Really Work

By Frank C.Flair,

written by a father and daughter team, is a refreshing look at why some businesses are extremely successful, and how the principles learned from this examination can be applied to any enterprise. As a scientist, I teach in the classroom and give lectures at conferences to my colleagues. I am always looking for new ways to stimulate student learning, as well as improve my effectiveness as a communicator at conferences. Flair inspired me to include story telling in my lectures. Jim and Jennifer show how story telling is integral to human existence, and how it can engage an audience emotionally and intellectually. Their examples, taken from not only business applications, but also from Jim's own engineering consulting work, vividly illustrate the power of storytelling. After reading this section of the book, I immediately incorporated storytelling in my latest conference presentation. I was in the last session of a week-long conference, and knew that most attendees were tired and saturated by the conference. Despite this, I had several excellent questions at the end of my talk, more than I typically get, which I attribute to my use of storytelling. Storytelling is just one of the six elements Jim and Jennifer discuss in this excellent book. I recommend it for anyone who makes presentations. The principles really do work.

Learn how to add WOW! to your products, services, and everyday work in order to increase sales as well as advance your career. What makes certain products gain mass appeal, acquire a dedicated following, and draw customers to wait in line for the latest version? Why do some restaurants book out weeks in advance and create buzz among would-be patrons? How are certain employees able to energize their colleagues and elicit enthusiastic participation during meetings? What sets these notable products, services, and employees apart is their flair - their charm, panache, liveliness, and energy. Flair shows how to add meaning and joy to your products, services, and everyday work. Employing principles and practices developed from interviews and research with design firms, artists, and business experts, the authors show that anyone can create inspiring flair - not only in products and services but in their own daily work - in reports, presentations, and meetings. The benefits of flair for your company are an exceptional reputation, increased sales, and premium prices. For you, flair increases management's appreciation of your work, enabling you to stand out and advance your career. And once you fully understand flair, you'll see that creating it can be fun.

Flair does quite an unusual thing by introducing a new word to the management literature - one that is both useful and, thankfully, not too difficult to put into practice. Jim and Jennifer Poage have done a fine research job in presenting examples of using flair and how valuable flair proves to be in designing and promoting products and services as well as boosting sales and delighting customers. A very interesting book well worth the reader's attention. - LAURENCE PRUSAK, former Executive Director of IBM's Institute for Knowledge Management and author of Working Knowledge, Knowledge in Organizations, and What's the Big Idea

Flair is to product and service as charisma to a person. A must read for anyone interested in interacting with others. - YU-CHI (LARRY) HO, Professor Emeritus, Harvard University, School of Engineering and Applied Science