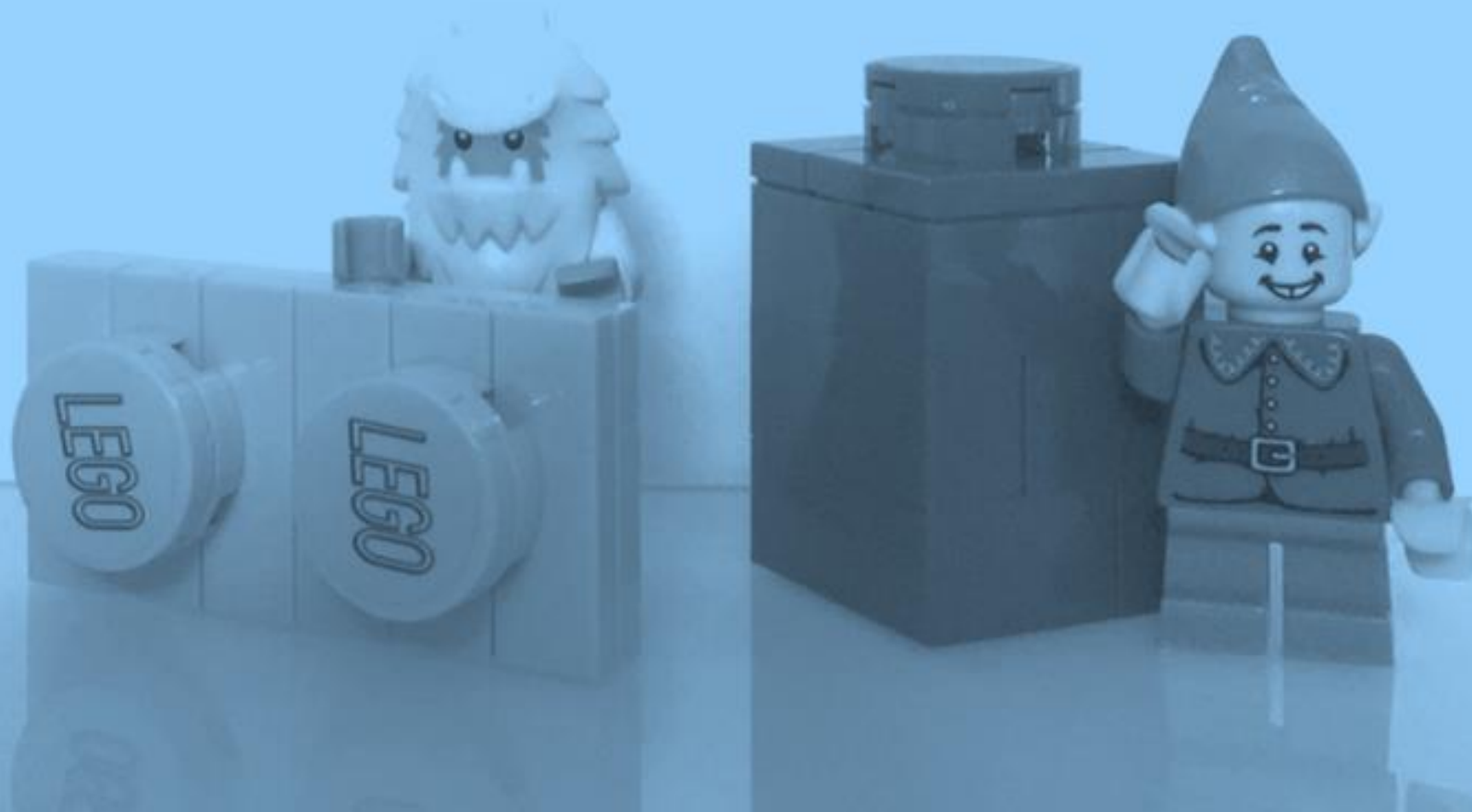


**CUSTOMER  
ENGAGEMENT**

**HOW** to make  
your Customers  
**LOVE** your  
brand  
even more ?



**RETHINK**  
**REINVENT**  
**REBUILD**



**HOW IT WAS?**



**HOW IT SHOULD BE?**





**RAVING FANS**

**=**

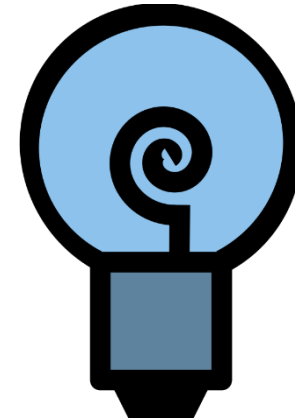
**CUSTOMERS + EMPLOYEES**

**FRONTAL  
LOBE**  
(what makes  
us human)



**LIMBIC  
BRAIN**  
(what  
stimulates  
us)

**Don't forget  
about mirror  
neurons!**



**FEEL**

**DO**

**THINK**

Thanks to neuroscience, we know that most of the Employees and Customers follow this pattern.

**ENGAGED  
MANAGERS**



**ENGAGE  
EMPLOYEES**



**WHO  
ENGAGE  
CUSTOMERS**



HOW DOES YOUR  
BRAND  
COMMUNICATE  
WITH  
**RAVING FANS?**

EXTERNAL  
COMM

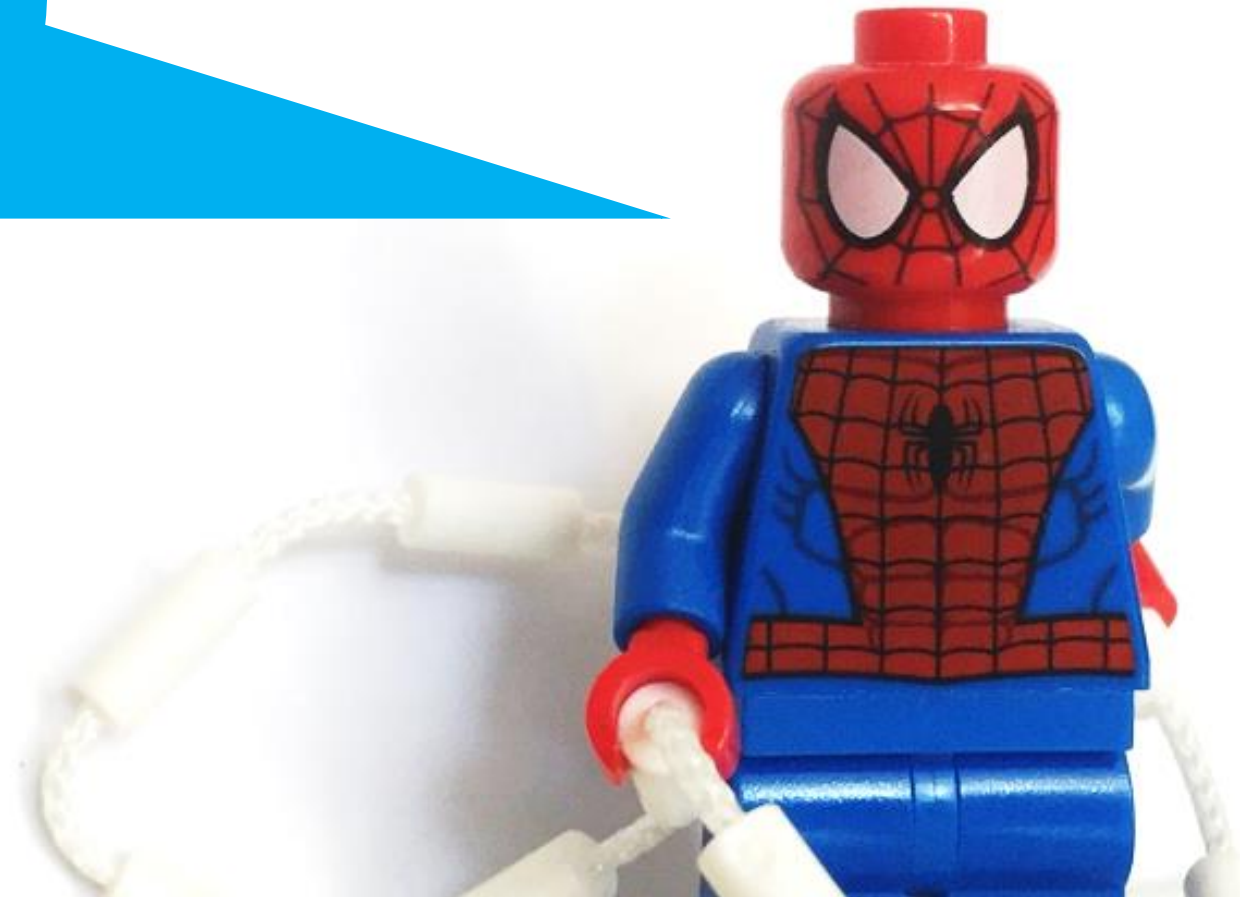
INTERNAL  
COMM

NEW  
EDUCATION





WHY IS YOUR  
BRAND  
**RELEVANT?**



**1 UNDERSTAND ENGAGEMENT**

**2 COMMUNICATE ENGAGEMENT**

**3 STAY RELEVANT**





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