



**WHAT YOU SOLVE IS MORE IMPORTANT THAN WHAT YOU SELL
SAYS CONSULTANT/ENTREPRENEUR/EXECUTIVE LINDA IRELAND**

“Use target customer experience as the litmus test for every operating decision your organization makes to achieve outstanding financial reward,” says consultant, serial entrepreneur and veteran executive Linda Ireland. Her new book, *DOMINO: How Customer Experience Can Tip Everything in Your Business toward Better Financial Performance* (\$24.95) is the blueprint every company needs to catalyze demand and maintain a growing and faithful customer base that will carry business through good times and bad.

Step by step, Linda Ireland demonstrates that matching the daily decisions made in every function of your company to solve the problems of target customers drives financial performance.

--Gary D. Blackford, Chairman and CEO
Universal Hospital Services, Inc.

“Are your customer experience efforts costing you money? Making you money? Do you know?” asks Ireland. “Every business leader will testify that customer experience matters, but few can articulate why. Even fewer know if their efforts are paying off.”

Companies that have a definition of customer experience are twice as likely to exceed target profit goals as competitors who do not. DOMINO links customer experience to financial performance and shows leaders how to use that experience as an actionable operating strategy.

“Customer experience is solving the problem of a target customer better than anyone else,” says Ireland. “My book details a six-step cyclical process for providing unparalleled customer experience and makes successful operating strategy accessible and executable for businesses across industries.” In it she describes The Customer Experience Wheel™, a model developed by Ireland’s consulting firm Aveus that guides organizations through the process of defining the right target customer experience, then aligns operating actions with the target customers’ ideal experience. Her book also offers indicators to monitor the proof of financial impact at each step.

“If your first domino is your target customer experience, then your last will be outstanding, sustainable financial reward,” says Ireland. Although business leaders know this intuitively, few understand how to translate target experience requirements into the actions anyone in the company can take that will generate optimal returns.

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Equipped with innovative exercises to map target customer experience from both business and customer standpoints, DOMINO helps readers identify their current situation, envision their ideal customer experience, recognize the gaps between the two, and create an action plan to close those gaps. “The exercises, tools and metrics make DOMINO invaluable,” says Chief Marketing Officer of Red Mango, USA Jim Notarnicola, “and will provoke conversation and action among individuals, teams, and divisions throughout your company.”

Included in each chapter are examples that bring the concepts to life. “Most of these examples are culled not from our client base, but from my own personal observations, to underscore the point that you, too, can see this book’s principles in action by keeping your eyes open as a customer everywhere you go,” Ireland points out.

“You need not carry a title in customer experience to see the path that stands between today and the reality of enjoying a sustainable future and a mutually beneficial relationship with the customers you serve,” Ireland attests. “Your customer experience can generate profit for your organization if you simply use your target experience as a lens from which to see choices. You need not make new decisions; you simply need to make the same decisions differently.”

Linda Ireland has built and developed organizations for more than 20 years in her career as general manager, line executive, entrepreneur, consultant, and board member. She has led organizations in technology, manufacturing, multi-channel retail, financial products, and health services, from chairs that include strategy, brand, product, operations, corporate development and governance. Ireland is co-owner and partner of Aveus, LLC, a global strategy and operational change firm that works with organizations, leaders and individuals to make complex challenges doable, providing ideas, answers, and outcomes that strengthen businesses and create momentum in the marketplace.

“This book highlights the fundamental questions an organization must know to drive decisions EVERY DAY that will add up to increased profits and growth. DOMINO is truly a guide to understanding the “noise” in the market versus the fundamental shifts that will require a leadership response.”

–Nancy Dahl, President & COO,
Lifetouch Portrait Studios

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