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haute.

How ROE Drives ROI

an introduction to Return on EmotionSM

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A photograph of an orange tree with many ripe, bright orange fruits hanging from the branches. The leaves are green and dense. The image is split diagonally, with the top-left portion being white and containing text, and the bottom-right portion being the orange tree.

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Roadmap

- Learning objectives
- *Storytime*
- The Happiness formula
- *Short video time*
- Introduction to ROE
- The five emotions
- ROE as a blueprint
- ROE as a metric
- Q&As

Learning Objectives

You'll learn...

1. ...the five emotions that you need to evoke during your marketing program to create the connections that will drive pipeline.
2. ...how to use Return on Emotion as a blueprint to create shared experiences to ensure they are going to drive pipeline and revenue.
3. ...learn how to measure it, thanks to having Return on Emotion as an option right at your fingertips!





The Happiness Formula

- **Serotonin**

Released when participants feel confident and have a sense of self-worth, eliciting the emotions of motivation, active, and adventure.

- **Dopamine**

Released when participants feel excitement or anticipation, eliciting the emotions of hope and adventure.

- **Oxytocin**

Released when participants feel a bond, eliciting the emotion of acceptance.



Return on Emotion

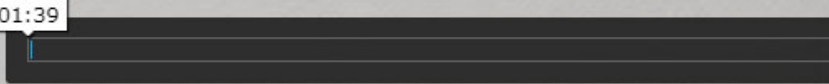
from Haute Companies



HELLO



01:39



vimeo



Emotions make a difference.

- **Emotions** drive **95%** of our decision making, and when evaluating brands, **consumers primarily use emotions** rather than information. *But which emotions? And what about in the B2B space?*

That's why we created a unique new metric we like to call Return on EmotionSM (ROE).

ROE allows you to craft a program scientifically proven to yield results and measure the impact of that program, helping you to identify opportunities and make improvements along the way.

HAAAM

The Five Emotions

- Hopeful
- Adventurous
- Active
- Accepted
- Motivated



A blueprint for applying ROE to ROI

IDENTIFY OPPORTUNITIES
TO ILLICIT EMOTION

Predict ROE before program

Will the experience give
participants hope for the future?

8.8

Will it generate a sense
of adventure?

+ 8.9

Will participants play an active
role in the experience?

+ 8.2

Will it make them feel accepted
as part of a larger group or as
individuals among colleagues?

+ 8.4

Will the experience motivate
participants to take action?

+ 8.9

SURVEY PARTICIPANTS
WITH STRATEGIC QUESTIONS

Measure impact after program

Do you feel more hopeful after
this experience than you did
before it?

Did you feel like the experience
generated a sense of excitement
or adventure in you?

Do you feel you got to play an
active role in this experience?

Did you feel like this experience
was made for you and that you
were welcomed in?

Do you feel motivated to take
action after this experience?

5

Answer each question using
a 10-point scale, then find
the average to discover
your ROE score.



ROE as a metric

Hopeless



Hopeful

Hesitant



Adventurous

Passive



Active

Rejected



Accepted

Uninspired



Motivated

ROE as a metric

8.6 and above

All five motions activated. Fire up the pipeline!

8.0-8.5

You're close, but not quite there. Bolster emotions where you can

7.9 and under

Oof. Take another look to figure out which emotions are lacking.



Hit the
ROE
sweet
spot.

ROE as a metric

Hopeful	Adventurous	Active	Accepted	Motivated	Total ROE (Participant)
9	7.8	8.5	8.7	9	8.6

Hit the ROE sweet spot.



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Q&A



Continue the Conversation



#NACEEXP22



A decorative border surrounds the central text, featuring stylized orange fruits, green leaves, and white flowers with yellow centers. The border is composed of horizontal branches with these elements, creating a frame for the text.

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