

Your Guests Need Presence, Not Just Proximity

Recently, while listening to Donald Miller's podcast, I heard a comment from Bob Goff that literally stopped me in my tracks while on my daily podcast walk:

Don't mistake proximity for presence.

My mind jumped to Amy Cuddy's book, [Presence](#), and this statement:

Listening is crucial to presence. Real listening can't happen unless we have a sincere desire to understand what we're hearing.

Now, put those thoughts together, and apply them to the setting of your Guest Experience teams.

See that Guest approaching? As they draw closer, there is no more important person in the world.

It's time to move from proximity to presence.

You're in the most important two feet in Guest Experience.

- It's your team member on the front line.
- It's the Guest standing in front of them.
- It's the space between your Guest and your front-line Guest ExperienceTeam member.

Recognizing this important three-way meaning is the starting point for understanding how to be present with your Guest.

The interactions that take place between your team members and the Guests in those 24

inches are rich with expectations – and can also be filled with missed opportunities.

In that space your front-line team members have become the face and voice of your organization.

There is an idea-generating and innovation factory that remains untapped in most organizations simply because most leaders do not know how to connect the experiences and insights of their front line to solving Guest problems. – Chris DeRose, [Judgment on the Front Line](#)

How they represent themselves, what they do (or don't do), what they say (or don't say) – that's the powerful human “ first impression” your Guest is experiencing – and will remember.

Are your Guest Experience Team Members fully present with your Guests?

...or are they just in proximity?

> [Read more from Bob.](#)

Learn more about the power of presence with your Guests - [start a conversation with Guest Experience Navigator Bob Adams.](#)

Want to learn how to create an EXCEPTIONAL Guest Experience at your church? [Check out Auxano's Guest Experience Boot Camp, coming to Orlando, FL on April 3-4.](#)



