



TOTAL STICKINESS

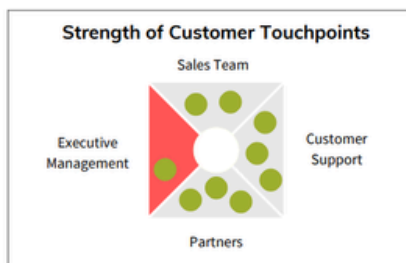
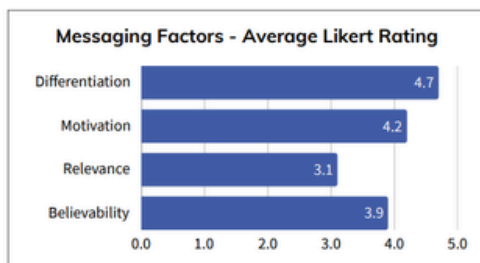
A pendulum-like framework that gauges organizational staying power by ensuring all vital pieces — product experience, customer service, culture, shareholder trust — are irrefutably strong. After all, if even one pillar slips in strength, overall company stickiness is at risk.

Why It Matters

In today's ultra-competitive business environment, isolated strengths don't cut it. What's worse, misses in one area have grave impact elsewhere. A great product can't offset a broken customer service model. Toxic culture erodes revenue acquisition because of disgruntled reps. And no amount of rebranding works if stakeholder trust has already taken a nosedive.

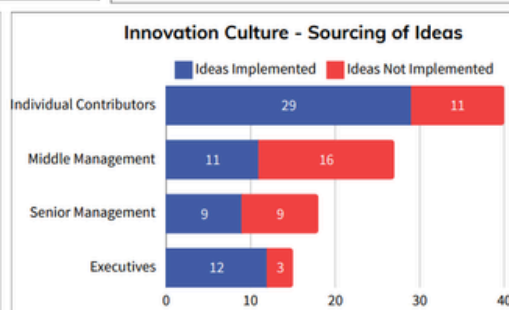
Total Stickiness gauges an organization's staying power across a myriad of dimensions — from stark raving clients to operational expediency to employee relationships. It operates like a pendulum: if even one pillar weakens (e.g., experience, culture, trust, performance), it sends a signal that the whole-of-system could be at risk so that leaders can take course correct fast.

By pinpointing the specific areas that need to be “failproof,” Total Stickiness establishes a concrete way to measure their impact, de-risk expediently, and examine the correlation of each pillar in connection to the whole of stickiness concept.



Here, a service company examines Total Stickiness across: Messaging, Customer, Employee, & Culture:

At top left, the company leverages snap polling to determine how certain messaging factors resonate with target audiences. Here, “Differentiation” (4.7) and “Motivation” (4.2) are strong, suggesting the brand stands out and inspires action which are both crucial for engagement.



Top right, the company defines customer stickiness by the number of relationships a client has across four groups. Here, the client could benefit from more contact at the executive level.

At bottom left, employee stickiness is measured by level of trust and psychological safety. Here, an overwhelming majority (64% “Very High,” 20% “High”) indicates a culture where people feel secure, respected, and empowered — ideal for retaining top talent and fostering advocacy

Bottom right, cultural stickiness is measured by examining where ideas originate to ensure a culture of innovation permeates all levels. Here, middle management faces more friction, with more ideas not implemented than those that are, potentially risking disengagement.