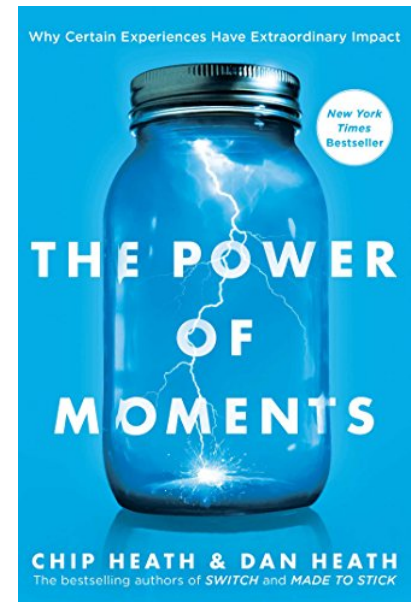


The Power of Moments Book Summary (PDF) by Chip Heath and Dan Heath

Ready to learn the most important takeaways from The Power of Moments in less than two minutes? Keep reading!



Why This Book Matters:

The Power of Moments encourages readers to acknowledge memorable moments as tools for making a lasting impression on others, as well as themselves. This gives them the power of growth.

The Big Takeaways:

1. **Teachers need to create a more involved classroom environment to make lessons worth remembering.**
 1. If The things people remember are the moments that went beyond just listening and learning. Moments of exploration and involvement are the moments people remember most.
2. **Companies can create a lasting impression by going above and beyond.**

1. When businesses exhibit a willingness to do things outside of “just what their business does,” they are more likely to have repeat customers.
3. **We can change bad habits through the influence of moments.**
 1. We can use moments as motivators to change the way people, including ourselves, act.
4. **People are not always successful when aiming high; however, the action of “reaching for the stars” can be impactful to an individual’s life.**
 1. The action of chasing one’s dream can be memorable, and the fulfillment from just trying can be personally fulfilling.
5. **Moments worth remembering can motivate people to hit their targets.**
 1. Starting with small goals that contribute to one big goal can give people the fulfillment they need to eventually reach their target.

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