

*Micro-Mastery*  
THE COMPANION WORKSHEETS

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CHAPTER  
**08**

# The Experience Pillar

*How Being Chosen Becomes Being Kept*



THE EXERCISE

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## The Experience Mirror & The Four Moments

*Endurance does not create loyalty. Trust does. And trust is built through the accumulated weight of moments that were designed on purpose, not left to happen.*

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# The Experience Mirror

*Imagine a client, customer, patient, stakeholder, or team member describing the experience of working with you to someone else. Not the result. Not your résumé. Not your intentions. Just the experience. Complete this sentence five times.*

- 01** Working with me feels \_\_\_\_\_ .
- 02** Working with me feels \_\_\_\_\_ .
- 03** Working with me feels \_\_\_\_\_ .
- 04** Working with me feels \_\_\_\_\_ .
- 05** Working with me feels \_\_\_\_\_ .

*Write the adjectives most likely true today — not the ones you hope are true.*

**THE HARDER QUESTION**

**How much of that experience is happening by design — and how much by accident?**

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# The Four Moments

*Choose one real journey you are responsible for right now. Walk through it from beginning to end. Identify these four moments. Make one of them feel meaningfully better next week.*

## I. THE FRICTION MOMENT

*Where is the person doing the work of your process unnecessarily? What could you absorb onto your side? Pick one thing to eliminate this week.*

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## II. THE EMOTIONAL MOMENT

*Where is the other person likely feeling the most uncertainty, fear, or exposure? Draft the sentence you would say, the note you would send, the touchpoint you would add.*

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## III. THE SIGNATURE MOMENT

*Where is the peak? If the person were later asked what it was like to work with you, what is the one moment they would describe? Design it. Make it repeatable.*

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## IV. THE ENDING MOMENT

*How does this engagement currently close? Is there a deliberate, structured ending — or does the relationship simply taper off? Draft the closeout you wish they experienced.*

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