



Good Business: Discipline Apolitical Communications in Hotly Political Times

Research firm [Ipsos](#) recently reported that 1 in 4 Americans say they have boycotted a brand because of the brand's perceived political leanings.

I define customer experience as the "perceptions" of those you serve across all interaction points with the brand. Public political statements and blatant political partisanship shape customer perceptions as do all virtual and tangible interactions.

The fact that 25% of American brand boycotters (a number approximating 80 million people) are willing to change their shopping behavior over "perceptions" of your political views should sound an alarm to those who mix political speech with business communications. In an article about the Ipsos study in Ad Age, Ronn Torossian, CEO of 5W Public Relations, is quoted as saying:

"Socially conscientious consumerism has been on the rise for years... Given the combination of that trend and the current politically charged climate, it's not surprising to see that such a significant number of Americans have changed their shopping habits..."

My advice to my customer experience consulting clients is fairly straightforward. **Unless you are a lobbying group, leave the political discussions to your circle of friends. While your views about issues other than your products and services will attract like-minded customers - they**

also needlessly run the risk of polarizing relationships on which your views have no business benefit.

During this most recent election cycle and post-election tensions, I have watched Facebook friends devolve into mean-spirited adversaries. Similarly, I've watched leaders rail for or against political parties in ways that defy all business logic.

American essayist and novelist, Charles Dudley Warner, is quoted as saying, "Politics makes strange bedfellows." I've revised that saying to read, "Politics and business make ill-suited bedfellows."

If you're a business leader with a penchant for wearing your politics on your sleeve, be prepared to see some of your customers take their sleeves, feet, and wallets elsewhere!



Timeless Wisdom

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffett

From the blog:

**HOME DELIVERY
USED TO MEAN:**

- Doctors made house calls
- Pharmacists would bring prescriptions to your home
- Auto parts brought to your front door

Service Delivered: Timeless Change!

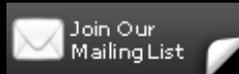
In the small town of my youth, Drs. John Bugelwicz and Peter Gamache did house calls. *What an antiquated concept - physicians who would bring their healing arts right into your living room.*

If that isn't peculiar enough, in that bygone era John Fox of Fox Rexall Drug would run a prescription by our house after his pharmacy closed. We could also rely on Bob Fritz to deliver a part for our Ford truck if he had what we needed in his store at Western Auto Supply.

Those were the good old days when I "went to school without shoes uphill both ways in the

snow..."

[Continue reading the full blog post.](#)



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