



# Shifting from CX to HX: How to Use the Power of Story to Align Brand Experience and Human Experience

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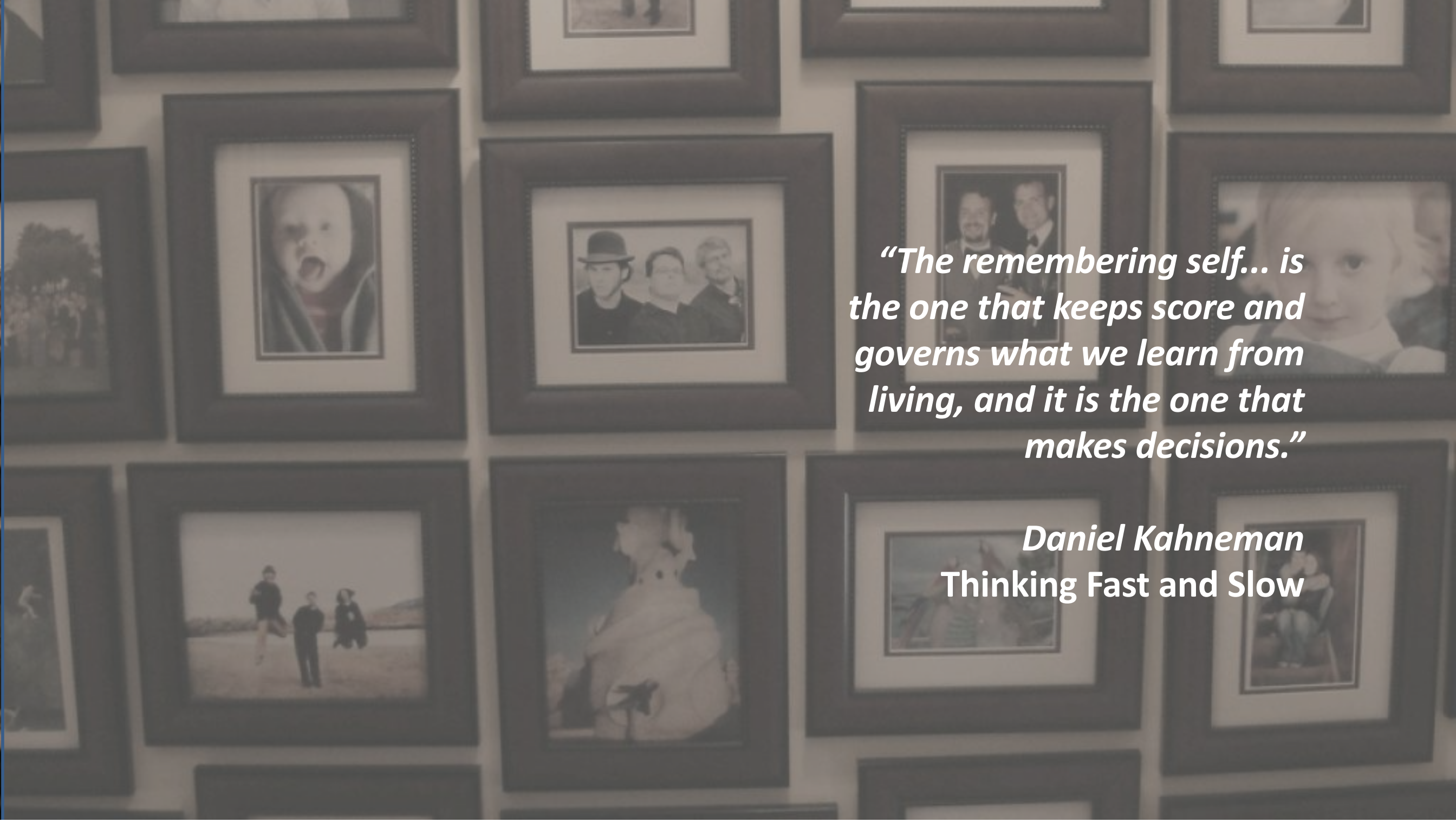
A black and white photograph of a person walking away from the camera down a narrow, paved alleyway. The person is wearing a striped shirt, dark pants, and a backpack. The alleyway is flanked by brick walls on the left and a wooden fence on the right. In the background, a McDonald's restaurant is visible, with a 'red rooster.' sign above its entrance. The scene is brightly lit, suggesting daytime.

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***experience***





*“The remembering self... is the one that keeps score and governs what we learn from living, and it is the one that makes decisions.”*

*Daniel Kahneman*  
**Thinking Fast and Slow**

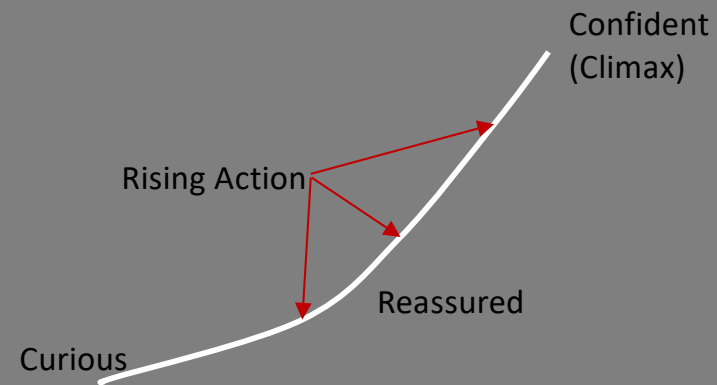
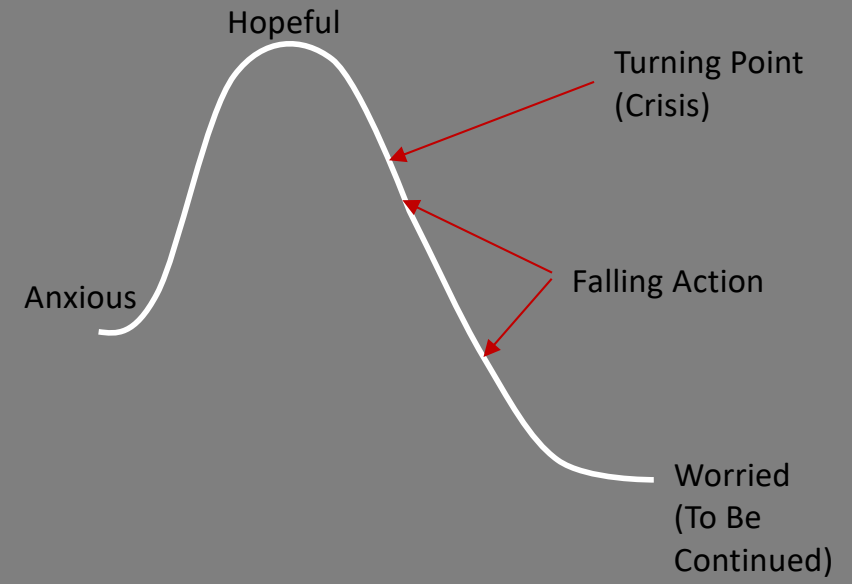
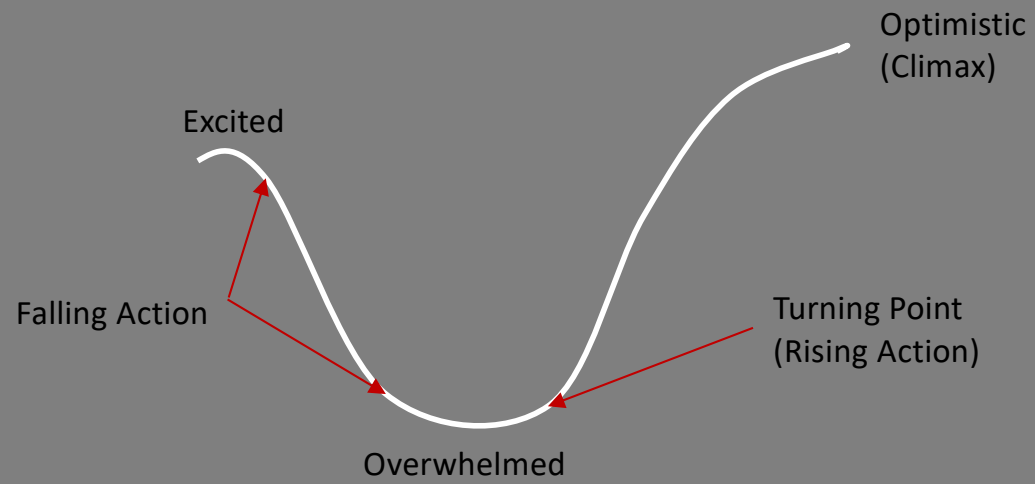


*“We are all tellers of tales. We each seek to provide our scattered and often confusing experiences with a sense of coherence by arranging the episodes of our lives into stories...”*

*“Through our personal myths, each of us discovers what is true and what is meaningful in life. In order to live well, with unity and purpose, we compose a heroic narrative of the self that illustrates essential truths about ourselves.”*

*Dan P. McAdams*  
**The Redemptive Self**

# Story Arcs







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