

BUSINESS COACHING & CONSULTING  
**ATOMIC GROWTH**  
*by Karen Jamison*

**Transaction  
outcomes**

**Value  
Added**

**At risk**

**Loyal**

**Raving  
fan**

**Client  
loyalty grid**

**Expectations  
Met**

**Searching**

**At risk**

**Loyal**

**Expectations  
Not met**

**Gone**

**Searching**

**At risk**

**Dissatisfied**

**Satisfied**

**Dazzled**

**Client experience**

