



# **RADICAL**

**Redefining Value  
for the New Age.**

**RANDE VICK**

# Foreword

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I'm cheap. I'm cheap because I run two organizations and know the cost of everything we spend money on. But, I also need to grow revenue and it hurts me to lose money acquiring new customers. I need to keep my CAC (customer acquisition costs) low. The way I have done this was to join a religion and I realized reading *Radical* that Rande is part of my cult. It is the religion of CLV (customer lifetime value). My experience—and that of many other companies—is that investments in CLV have a higher return than investing in CAC. On my office white board, my mantra is stated in bold letters: CLV > CAC.

*Radical* describes how to execute to make this inequality true in your organization. And, how to do it using insights from neuroscience. Besides being a 4x tech entrepreneur, I'm also a neuroscientist and have published fundamental research on attachment to people and brands and my group has created technology to measure what

Rande has called Radical Value. Whereas I can show you how to measure the emotional value of brands, Rande's contribution is how to *create* this value and achieve  $CLV > CAC$ .

Ultimately, CLV is about love. Rande calls this emotional attachment but I'm cheap so I want to use fewer letters. Customers that love your brand are your raving fans. They are not only loyal to your brand, they will often evangelize about it. This is why I call CLV a religion. I want my customers to join my religion and become high priests in it, share the gospel of my brand. Radical Value is how the brain forms this attachment to your brand and sustains a near-religious commitment to it. And, like all religions, it is based on love.

As Rande explains, love has a particular neural signature. One that you can lean into to join the *Radical* revolution. My group identified in published research how the brain values social-emotional experiences, a network that I named "Immersion." When then created technology so anyone could measure Immersion by applying algorithms to the cranial nerves, the brain's "output file" by transforming signals we pull from smartwatches. By developing this technology, we created a real-time distributed neuroscience system that anyone can use

anywhere. The communication of neurologic Immersion from brain to body is why Rande talks about the visceral sense of brand attachment—visceral responses are part of how we experience the extraordinary. Value moves from the brain to the cranial nerves to the gut and produces butterflies in the stomach when brand superfans interact with the brand's products and content. *Radical* is the playbook that shows you how to create these butterflies and ensure these moments do not flutter by.

Rande advocates that brands take a *Radical* approach to building long-term value. To do this, humans have to come first. Not just customers, but employees, too, since they interact with customers. When customers love their sales interactions, they will love your product or service, driving up CLV. When you've done that, you've joined my religion and built a sustainable organization.

## Introduction: What's so RADICAL about Redefining Value?

Let me tell you what this book is *really* about. It's not about the fleeting trends that dominate your LinkedIn feed. Forget the growth hacks that promise overnight success. We're not chasing the shiny objects of digital marketing or recycling tired branding clichés.

This is about something far more fundamental, something deeply human, something that can hardly be explained in words: value as a felt experience.

Think about it. Remember the almost sacred ritual of carefully unwrapping a new piece of technology, the anticipation building with each layer peeled away? That moment isn't just about the gadget; it's about the *feeling* of quality, of potential, of a promise kept. That's value.

Or consider the sigh of relief from a customer service interaction where someone truly *listened*, not just processed a ticket. The emotional weight of being understood, of your problem actually mattering. That is profound value.

And yes, it's even in the goosebumps you get when a piece of music resonates so deeply it feels like it was written just for you. That other-worldly connection, that sense of belonging – that's value transcending the notes themselves.

This book is also a gentle (and sometimes not-so-gentle) nudge to the businesses, leaders, and creators who've inadvertently lost sight of this simple truth. Somewhere in the relentless pursuit of metrics, we've started counting the trees and missing the forest of human emotion. We've become obsessed with clicks, conversions, and impressions, often at the expense of the very feelings that drive those actions in the first place.

Here's the core truth in a nutshell, the “aha” that I hope will resonate deep within you:

People don't just buy what you sell; they buy how it makes them feel.

They don't become loyal *brandatics* because you offered a marginal discount. They remember the brand that made them feel seen, the service that eased their anxiety, the product that sparked a genuine moment of joy.

This isn't some nostalgic yearning for a bygone era of marketing. We're not advocating for ignoring data or shunning innovation. Instead, we're arguing for a future where intention meets intelligence, where the power of neuroscience and psychology informs a more human-centered approach to bringing value to market. We can be both sophisticated in our understanding and deeply empathetic in our execution.

If my previous work explored the neurological pathways of brand experience, this book delves into the *why* behind those pathways. Why does a seamless user-interface create so much satisfaction? Why does a genuine apology build trust? Why do certain logos represent something that gets us in the feels before words are even exchanged? It's because they tap into our fundamental emotional needs.

This is the book I needed when I realized that my work wasn't just about delivering a service; it was about creating an impact, an emotional reward that would leave a void if it disappeared. It's about building something that people genuinely *miss* when it's not available.

**Radical Value is the positive emotional change a brand intentionally creates in customers' lives. This book shows you why this matters and how to create it.**

So, if you're ready to cut through the noise, to move beyond fleeting and trendy tactics and build a strategy rooted in genuine human connection and radically generous value...

If you're ready for those "aha" moments that make you nod and say, "Yes, that's it!" and maybe even a quiet "hurrah" at the potential...

Welcome.

Let's not just redefine value. Let's rediscover its heart. And then, let's give it all away.

– Rande



## **Imagine with me, just for a minute.**

You're 6 years old, and you're at your best friends birthday party. There's boxes of pizza, little paper cups filled with bright red punch. Balloons and ribbons flailing in the breeze, making flapping sounds as the wind picks up.

Vivid colors, unending chatter, happy music playing from an unseen boom box that sounds just a little tinny. A fancy birthday cake that looks a little like Disneyland threw up on a baking sheet. An extra fun bounce house that smells like Timmy's rank socks.

And then, someone begins to draw your attention to a new feature. A woman yells, "Over here!" And points to a table in front of a man in a black suit. It's, you're about to find out, Norbert, the Magic Maverick.

All the kids (including a shoeless Timmy) and a few adults gather around to see what this is all about.

Norbert began, "Before I begin, I need you to know that what you are about to witness is beyond the realm of possibility."

Your eyes open wide. Your pulse races. You don't know it, but your brain has kicked into overtime - it has activated your reward system, releasing dopamine and triggering feelings of pleasure, anticipation, and motivation before Norbert has even waved his wand...

Your prefrontal cortex is telling you to ignore everything else and pay attention to the man with the mic.

Before he has performed a single trick, Norbert has you hooked like bluefin on a deep sea excursion. Completely engrossed.

Can you feel it?

Can you capture it?

I hope you can. Because if your brand can make your customer enter in to that goosebump moment, you've just earned a lifetime of loyalty.

So, just what is that invisible spike of resonance? What is *that* feeling?

Let's dig in.

# The Radical Value Manifesto

We believe value is not a transaction.

It is a transformation.

We measure success in goosebumps, not clicks.

In stories told at dinner tables, not dashboards.

We refuse to reduce people to data points.

We see them. We feel with them. We remember them.

We build tribes, not target markets.

Loyalty is earned in moments of joy, not manufactured in funnels.

We give more than we take.

Generosity is our strategy. Surprise is our currency.

We don't solve pain points, we spark delight.

***Because relief fades. Wonder lasts.***

We design for the limbic brain.

Logic justifies. Emotion decides.

We craft sensory signatures.

A scent, a sound, a texture—memory etched in the body.

We choose legacy over quarterly wins.

A brand that lives in hearts outlives one that lives in spreadsheets.

We declare:

Radical Value is the positive emotional change we intentionally create—

and then give away.

*Signed,*

**The Quiet Revolutionaries**

*Builders of brands that are felt, remembered, and loved.*