

Allawos & Company

Commentaries and Insights from Allawos & Company

“Good Vibrations”

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We’ve all heard it before “It’s all about the Vibrations, Man!” Have you ever walked into a business and immediately you just didn’t fill right? Many of us had and it wasn’t always just the way it looked or the various aromas in the air.

Everything in this world as well as out of this world has a specific vibration or frequency at various levels, we humans can pick up on these vibrations and react accordingly. “Everything in Life is a Vibration” – *Albert Einstein*

Researchers have found that the human body fundamentally resonates at a frequency to be around 4-6 Hz in a sitting position and 7.5 Hz in an active mode. However, in recent years, some studies have shown that the human body’s resident frequency may actually be as high as approximately 10 Hz.

There is agreement among science, medicine and metaphysics that certain frequencies can repel disease, and certain frequencies can destroy disease. Herein lies the link between frequency (vibration) and health. Everything in nature vibrates at different frequencies. So, when you feel uncomfortable when visiting a place of business, it may go beyond just not liking the place but an impact to your health on various levels.

There are many thoughts from various cultures on the layout and content of a business and or home to invite luck or to “bring the good vibrations in”. There are also some commonsense directions a business can take to help ensure “the good vibrations” and they are as follows:

- Use custom artwork on your walls that relate to your business
- Add a conversational piece of furniture
- Use various types of flooring
- Make your conference room interactive

- Use accent colors to brighten up the space
- Add decorative lighting as long as your space is well lit
- Add color through chairs
- Organize office and remove clutter
- Greet your customers as they enter
- Be informative and always be truthful
- Always, always offer a smile
- And most important be kind and nice no matter how difficult it may be

How does music affect your business?

The speed, rhythm and volume of in-store business music can influence the pace of customer(s) flow through a business. Research has shown that fast music increases arousal and interest which increases customers' pace of movement. Conversely, relaxing music causes people to slow down and look at their surroundings. Choosing the wrong music for your business can result in your customers dissatisfaction. It can cause people to leave your place of business with no desire to come back, which would result in fewer sales. Also, the highs and lows of the music frequency / vibration may result in the alienation of a segment of your customer base depending on the type and feel of the business that you are trying to promote.

81% of consumers say that background music lifts their mood, while 71% say it creates a better atmosphere overall. From the moment a customer walks through the door, to the moment they leave – each step of the customers journey should add value.

So good vibrations really matter in many ways, the key is to accomplish the right combination to maximize the customer experience and your bottom line.

Allawos & Company has helped countless individuals and companies alike reach their goals and discover new potential.

About Allawos & Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning, and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

Sincerely,

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