

OGLEBY

MUSEUM OF MODERN RELATIONSHIP INTELLIGENCE

# The Relationship Read.

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A PLAYBOOK FOR GIVING WITH INTELLIGENCE

*The right gift doesn't come from a store.  
It comes from paying attention.*

— OGLEBY

WHAT IS THIS?

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# The Relationship Read

*Most gifts are chosen quickly. This playbook is not.*

The Relationship Read is a four-question framework designed to help you give with the kind of precision that most people never think to apply — and that the people who receive your gifts will never forget.

It is not a shopping guide. It is a thinking tool.

Answer each question honestly. Your result at the end will tell you exactly what to give, how to frame it, and what to say when you do.

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*“Often, the smallest gestures carry the most lasting meaning.”*

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WHAT IS RELATIONSHIP INTELLIGENCE?

IQ reflects how we think. EQ reflects how we feel. RQ — Relationship Intelligence — reflects how we relate.

It is the often unseen force behind trust, loyalty, reputation, and long-term connection. It is expressed in the moments we choose to recognize another person — and how we choose to do it.

*Ogleby exists to support people who give with that kind of intelligence.*

To begin: answer the four questions on the following pages. Then turn to your results.

# Who are you giving to?

*This tells us the relationship dynamic — the foundation of every good gift decision.*

- A client or professional contact
  - A colleague or team member
  - A mentor or someone I deeply respect
  - A close friend
  - A family member
  - A partner or spouse
  - Myself
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*Your relationship to this person shapes everything: the weight of the gesture, the tone of the message, and what the gift is allowed to say on your behalf.*

# What is the moment?

*This tells us the relational weight — why this gift matters right now.*

- Expressing genuine gratitude
  - Marking a milestone or achievement
  - Staying present — no specific occasion
  - Making a strong first impression
  - Repairing or deepening a relationship
  - Celebrating something significant
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*The moment determines the meaning. A gift of gratitude and a gift of repair are not the same gift — even if they look identical.*

## How does this person experience care?

*This is the Ogleby differentiator. Most gift guides never ask this question.*

- They notice quality instantly — they know the difference
  - They are moved more by thoughtfulness than price
  - They value things that last — utility and craftsmanship matter to them
  - They appreciate the personal touch — they remember details
  - They are private and understated — they dislike fuss
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*The best gift is not the most expensive one. It is the one that lands correctly for this specific person. Understanding how someone receives care is the intelligence most givers skip.*

## What do you want this gift to say about you?

*This is the relationship intelligence question. It reframes the giver.*

- That I pay attention
  - That I have taste they haven't seen before
  - That this relationship matters to me long-term
  - That I understand them specifically — not generically
  - That I chose this with care, not convenience
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*What you give says something about you. The most thoughtful givers understand this — and use it intentionally.*

# What your answers reveal.

Each path through The Relationship Read leads to a specific Ogleby recommendation — with a suggested gift and the language to present it.

## The Client or Executive Gift

For professional relationships where reputation is on the line.

The Ogleby Compass Collection or The Ogleby Reserve — our 12-bar curated sets. These are the gifts that signal discernment. They are not the obvious choice. That is the point.

*Suggested message: "I chose this because I wanted you to have something most people haven't found yet."*

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## The Colleague or Team Recognition

For staying present and acknowledging contribution.

The Ogleby Gift Set — our \$90 curated collection. Thoughtful without being excessive. Personal without being intrusive.

*Suggested message: "This is a small thing to say something that isn't small: thank you for what you bring."*

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## The Mentor or Elder Respect

For honoring someone whose influence runs deep.

The Ogleby Reserve — the full 12-bar collection for her. Reserved. Considered. Lasting.

*Suggested message: "Some people shape you in ways that take years to fully understand. You are one of those people."*

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## The Close Friend or Family Milestone

For celebrating someone you know well.

A single Ogleby bar in a fragrance chosen specifically for them. Intimate. Personal. Exactly right.

*Suggested message: "I chose this one for you specifically. You'll understand when you smell it."*

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## The Partner — His & Hers

For the relationship that deserves both.

The Ogleby Reserve (her) + The Ogleby Compass Collection (him). A paired gesture that says more than a single gift ever could.

*Suggested message: "One for you. One for me. Both chosen with care."*

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## The Gift to Yourself

Because you are also someone worth giving to.

Begin with a single Ogleby bar. The formula speaks for itself. Your skin will know the difference.

*Suggested message: "You chose well."*

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# Giving well is not a talent. It is a practice.

The Relationship Read exists because most people already sense the difference between a gift that lands and one that misses. They just haven't had a framework for it.

Ogleby was built for people who want that framework. People who understand that what they choose says something about who they are — and who they understand the other person to be.

Our soap is handcrafted, organic, and formulated with extraordinary care. It has been made in San Diego since 2008. At \$30 a bar, it is one of the most expensive in the United States.

*It is not expensive because we charge more. It is expensive because we put more in.*

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*“If something does not support the relationship, it does not belong here.”*

— The Ogleby Standard

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## EXPLORE THE COLLECTION

**The Ogleby Reserve** — \$329 · *12-bar curated set for her*

**The Compass Collection** — \$329 · *12-bar curated set for him*

**The Ogleby Gift Set** — \$90 · *Curated collection*

**Single Bar** — \$30 · *Choose your fragrance*

[oglebysisterssoap.com](http://oglebysisterssoap.com) · [ogleby.blogspot.com](http://ogleby.blogspot.com)

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