

Leadership and the Customer Revolution

Serving customers is a leadership issue... and Rick drives that point home in this presentation. Employees cannot be expected to be enthusiastic and motivated about an issue that leaders give lip service to or ignore. Leaders must immerse themselves in the business of service and create a work environment that supports the delivery of superior service. Rick's vast experience in both the disciplines of service and organizational leadership will have a tremendous impact on audience of this presentation.

- The Customer Revolution
 - The customer is taking control
 - Implications of the power shift
 - Enthusiastic performance of employees is becoming a critical competitive issue

- Leader as Enabler
 - Define reality... create vivid meaning about customer business issues
 - Listening to customers... dealing with perception and “feeling” what the customer feels
 - Align the system... removing obstacles that prevent serving customers effectively

- Leading for Service
 - Define the playing field... ensuring others have the ability to serve.
 - Create valid measurements... measurements that enable others to change/improve
 - Paying attention... to customers, to customer information, to customer issues... attention is all there is
 - Recognition and accountability... making it worthwhile to give the effort!