

February Free tips

Customer Driven Vision – The Only Way To Go;-

Survival, success, and satisfaction are three reasons for being customer driven. Common Sense Managers know that there is simply no other way to lead an organisation.

Establishing a customer driven organisation is a sacrosanct goal.

Everyone seems to know this, yet many organisations don't reach for this primary goal.

Developing and maintaining a customer driven vision is the leader's first critical step. The vision describes the mission, or destination, of the organisation and all of its resources.

"Vision is a statement of what your customers tell you your organisation must be."
James Belasco & Ralph Stayer, Flight of the Buffaloes

What are your customers telling you they want?

When's the last time you asked them?

Do you ask on a continuous basis?

NOTE: Gauging your organisation's success based on customer complaints does not provide an accurate read on customer satisfaction.

Some customer's complain more than others, some very little, and some of the most dissatisfied may have already found another vender. Customer complements and complaints are important. However, they represent the extremes and may not reflect what eighty percent of your customers are experiencing.

Does your vision [or mission] statement reflect your customers' wants?

What are you doing to insure that your products and services are congruent with your customers' wants?

What else can you be doing?

This tip of the month is from the executive desktop guide book:-

Common Sense Managing: Simple Ideas That Produce Results.