

PHL|HP Consulting Group

Building & Sustaining High Performing Organizations



A Message From Dr. Philip Levy, Founder & President

WHAT CUSTOMERS ARE LOOKING FOR

- To Feel Like a Priority
- To Be Heard
- Dependability
- Sincerity
- Trust
- Enthusiasm
- Reliability
- Competency
- Confidence
- A Positive/Can Do Attitude
- A Feeling Of Being Joined
- Someone Who is Present When Not Asking For Business
- Attention To Detail
- An Effective Problem Solver
- Being There For The Long Haul

“BUILDING MUTUALLY SUCCESSFUL RELATIONSHIPS”

It has always been my belief that the most effective leaders are able to engage stakeholders in a partnership, but the question is how to most effectively achieve this in challenging times? The answer is to develop ongoing relationships with employees and customers that are characterized by mutual trust, empowerment and a genuine interest in the other.

What can we do to achieve mutually successful relationships? First, know yourself, your style, strengths and weaknesses. Work on your self-awareness. Second, truly get to know your customer, their style, what they like and dislike, the pace they like to work at. Third, adapt your style to the needs and desires of your customer. Remember, they are not there to make you successful, you are there to make them successful. Invest in long term, trusting, joined relationships.

In order to achieve this, leaders must be visible, accessible and demonstrate concern about others so as to “bank” good will. With the advent of so many MBA’s in the workforce, one leader described the value of MBWA---Managing By Walking Around. But, what does a leader do when walking around? The key is getting to know your employees, asking them questions that demonstrate a genuine interest in their thinking, ideas and personal life. This will build an environment of trust and creative thinking which will result in a greater sense of ownership and a willingness by employees to do what is necessary to help the company succeed.

Today’s workforce is multi generational, with a large component from the millennial generation. Employers report that this generation is the most demanding and assertive with the highest expectations. They want to be heard, valued and known and when dissatisfied they will not hesitate to utilize technology to tarnish a company’s hard earned brand. In this highly competitive environment, leaders of successful companies should make it a priority to know their employees and their customers. They must be willing to invest in the professional development and the well being of their workforce because it is an investment in the success of their company and their bottom line. The stronger the team, the stronger and more successful the company.

Knowing and understanding your customer is equally important. All too often, companies focus on what they have to offer, overlooking the importance of knowing what your customer needs and wants at the moment. The key is being in touch with your customers, so that you can customize your services to meet their changing needs.

Recently, I asked clients what they as customers wanted from the companies that they hired. Here is a partial list:

- Feeling Like a Priority - Being Heard - Dependability
- Sincerity - Trust - Enthusiasm
- A Positive/Can Do Attitude
- Reliability - Competency
- A Feeling Of Being Joined
- Being Present When Not Asking For Business
- Attention To Detail - Confidence
- Being An Effective Problem Solver
- Being There For The Long Haul

Once you understand your employees and clients, take action. Make sure your clients & employees know you are listening. Offer incentives for feedback and try to capitalize on new technology & social media that offer insight & direct feedback. JCPenny’s “We Heard You, America” campaign takes action on customer & employee feedback to a bold new territory. The campaign’s Voicer states “Recently J.C. Penney changed. Some changes you liked, and some you didn’t. But what matters with mistakes is what we learn. We learned a very simple thing, to listen to you.” The commercial ends, “Come back to J.C. Penney. We heard you, now we’d love to see you.” A bold & surprising statement - but we all know they are listening.

So go out there and be seen and heard by your workforce and your customers. Create forums and opportunities at which they feel listened to and valued. You will create loyalty and a powerful partnership for creativity and productivity, that will fuel your company’s performance and growth in good and challenging times.

WE WANT TO HEAR FROM YOU.
PLEASE CONTACT
PHL HP Consulting Group at:



Philip@PHLConsultingGroup.com

Know someone in need of consulting?
Forward this email to them!

Suggestions? We want to hear from you!

VISIT OUR WEBSITE AT
www.PHLConsultingGroup.com