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Quotes 16 - 21

16. *We do so many things badly. (Gerry Harvey)*

What language do you use to describe your business and how does that reflect on the underlying thinking of your leadership team?

Have you ever been to a corporate presentation where the CEO spoke to how good their business is, how they lead the market and how everyone looks to them as an example? Have you ever reflected on whether they actually believe their own words and what message that may send to the enterprise?

Arrogance is a dangerous trait that can render a business impotent very quickly.

Consider an alternate view, no matter how good we think we are, no matter how good the market considers we are, there will always be so many more things that we can do better. We can and must always evolve, add value and step out no matter how good or how far ahead we think we are.

Which of the two views are more likely to encourage further growth and development and maintain the competitive drive of the enterprise? One which bathes in self-glory or one which draws a focus to customer value and encourages growth.

*Does the language you use drive competitive performance?
List 3 examples from the last 6 months.*

18. The future and fortunes of your business is dependant upon your customers. (Imelda Roche)

Businesses exist for one purpose, to provide a product or service to its customers. The expression "the customer is No. 1" is a very easy thing to say but a very hard thing to follow through on.

A customer focus is a lifestyle choice for your enterprise where its focus becomes customer centric and not profit centric. Yes that means that you consider all actions against the metric of what does it do for customer service and value first.

Enterprises are generally not geared to be customer centric but are rather process and profit centric where customer value is an element to be considered once profit is struck. In the alternate, a focus on the customer will deliver greater customer value which in turn will enable a business to step-out from its competitors and redefine the value proposition.

A focus on purpose is another way to become customer centric. Maintain a single-minded focus on why your enterprise exists, deliver on that and profit will follow.

The leadership team must live the customer focus as their example and actions will flow directly into the enterprise.

Is customer value a metric against which you measure your business performance?

21. *Character and values must be set within a business by its leaders. Money cannot replace the benefit of the right values. (John Forsyth)*

Who is solely responsible for the values, ethics and character that exist within a business – leadership.

Employees respond to the centripetal authority that leadership hold. If leadership becomes corrupt through the standards that they hold themselves accountable to then the entire enterprise will recognize the values standard and will act appropriately.

If at any time you as a leader are surprised or shocked by the actions of your business, its lack of integrity, community standards or failure to treat people with respect and dignity then you have only one place to look, to yourself and what you have done to permit these values to be accepted.

Leadership needs to be in-tune with the culture, ethics and values of their business and ensure they always meet customer and community standards. The right values also underpin employee commitment and ultimately drive competitiveness.

What values have you set for your business and how do you monitor and enforce adherence?