

Are you noticing a lack of individual commitment on the part of your employees? Do they seem to lack interest in change or even worse display defiant resistance to change? Are attitudes less than positive and internal politics damaging relationships? Your organization's clearly defined vision plays an important role in overcoming these attitudinal obstacles. Make sure the vision that you established during your strategic planning process is powerful enough to provide both inspiration and direction for your workforce and management team.

Your organization's vision statement should get everyone working toward the same end. When everyone understands the organization's ultimate potential and personally contributes to the achievement of that potential the company's likelihood of success increases dramatically. Frequently leaders will expend a great deal of time on operational strategy, yet it is a shared vision and values that motivate individuals to act.

What is vision? Vision is one element of the strategic planning process. The organization's vision resides in your mind's eye. It is how you see the organization better than it is today. It's the organization as you see it being in the future. Make sure your vision and purpose are connected and aligned. A vision not anchored in your purpose is often a costly distraction.

How do we establish an inspiring vision? Explore possibilities related to all aspects of the organization: customers, products or services, plans and processes, organizational structure and culture, purpose, and growth. The organization's leaders must be committed to making the vision a reality through involvement, teamwork, and courage.

Who is responsible for the organization's vision? Your executive management team should participate in the strategic planning process. These team members understand all aspects of your organization as it is today and the impact on the organization of any envisioned future changes. The executive management team will also be responsible for transferring the vision into actionable steps for each employee.

If you do not wish to receive further tips please email us with unsubscribe in the subject line.

Read below about an opportunity to improve your customer service!

Customer Service- Getting and Keeping Elated Customers

The mastery of customer service can mean the difference between success and failure. Customers are more willing to forgive a product or service failure by a ratio of **5 to 1** over poor customer service. If customer retention is important, then improving customer service must be the tactic. When people are not treated according to their expectation, they will take their business elsewhere. What's more, they relay their bad experience to **10 or more** other people. Excellent customer service pays off dramatically to the bottom line.

Each participant will assess their personal communication styles, attitudes, human relation skills, goal setting techniques, and develop a plan of action. They will understand how their individual interaction with every customer contributes to the creation of customer loyalty and overall success.

- Did you know that 8% of customers who stop doing business with a company leave because of the company's perceived attitude of indifference?
- Did you know that providing excellent customer service 90% of the time is good but it is actually the 10% area of errors that defeats all the efforts?
- You realize that it takes a lot of effort to get to the top and stay there; unfortunately it doesn't take a lot of effort to fall from the top.

Put quite simplistically, happy customers lead to more customers which lead to a financially healthy and profitable company.

What: Customer Service for Elated Customers

When: Thursdays January 12, 19, and 26 from 1:30-3:30 p.m.

Where: FedEx Kinko's meeting room located at 2727 S. 140th St.
(behind Red Lobster on 140th and West Center Road)

The Process: There will be three weekly sessions lasting approximately two hours and an individually scheduled one hour one-on-one coaching session.

Materials included.

Investment: \$495

Reply to this email measuredsuccess@frontiernet.net today to make your reservation (please indicate how many seats you would like to reserve) or call 402-926-1134! Participants must be registered by Tuesday, January 10.

Exceed your customer's expectations and make 2006 your best ever!!!

Cheryl A. Clausen

Measured Success Inc.

5062 S. 108th St. # 326

Omaha, NE 68137

402-926-1134