

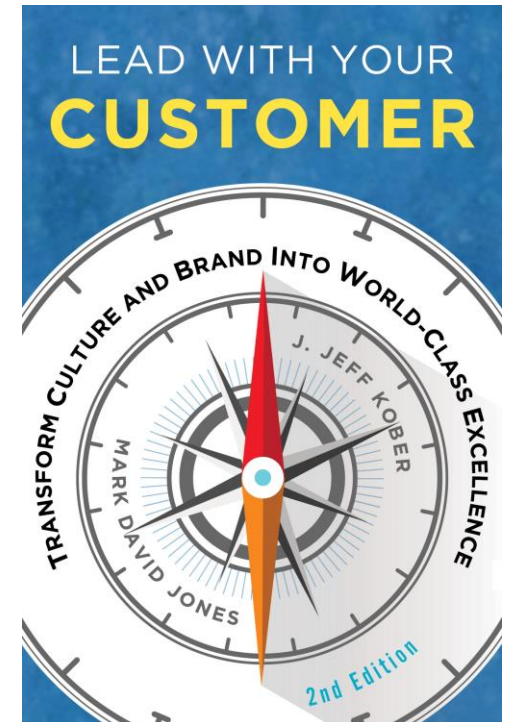
Leading With Your Customer: Future-Proofing Your Workplace

EXCLUSIVE WEBINAR
for members of



Association for
Talent Development

Friday, March 6, 2020 – 1:00pm EST



Leading With Your Customer: Future-Proofing Your Workplace



presented by
Mark David Jones

*Former Disney Leader
and
Chief Operating Officer of*



Some World-Class Brands



Google



amazon



The Unilever
WALT DISNEY
Company



The Ritz-Carlton®

USAA®

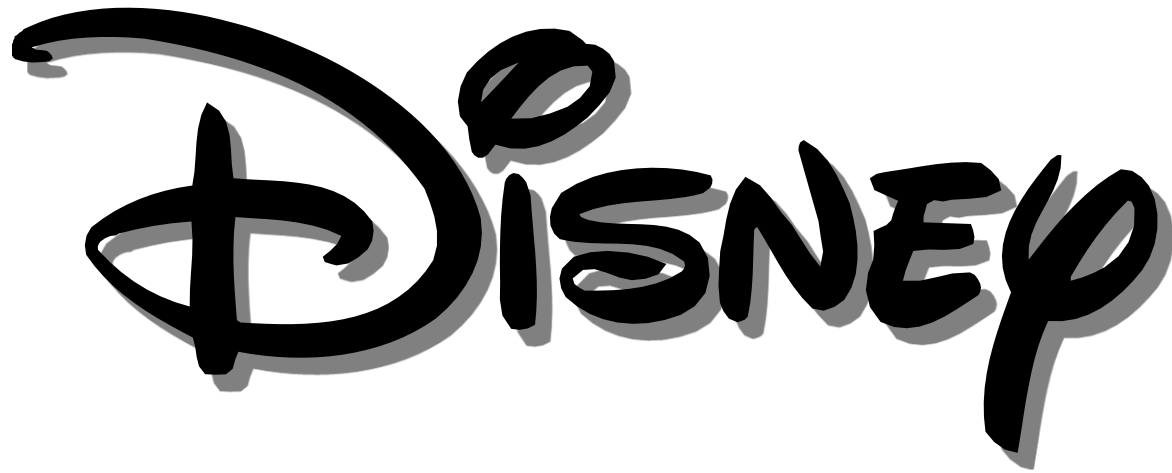
Zappos.com
the web's most popular shoe store!®

St. Jude Children's
Research Hospital
ALSAC • Danny Thomas, Founder

P&G
Procter & Gamble

MAYO CLINIC





**Magical Brand
Versus
Operational Reality**

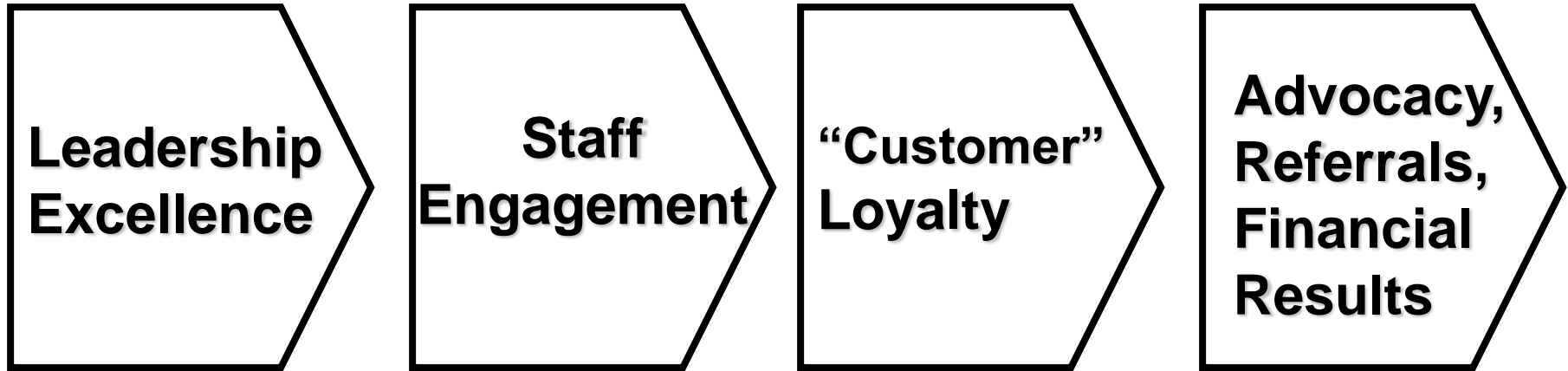
Disney World Statistics

Start

3 years

Revenues	↓ 4%	↑ 22%
Expenses	↑ 8%	↓ 29%
Turnover	= 39%	= 18%
+ Customer Sat	= 89%	= 99%
Repeat visits	= 57%	= 78%

Chain Reaction of Excellence



The Six Ps

Promise < **People**
Place
Process > **Price**
Product

Creating A World-Class Culture

- **Core Non-Negotiables**
- **Leading The Way**
- **Accountability**

Focusing On The Core

Who: Brand/Values

What: Core Competencies

Where: Vision

Brand/Values

Fuel: Motivational

Tool: Decision-Making

Core Competencies

People: Front Line = Bottom Line

Place: Everything Speaks

Process: Make It Easy To Do
Business With You

Your Vision

- Write your “perfect” customer experience letter
- (write one for your “internal customer” also!)

Freedom Within A Framework

INAPPROPRIATE ACTIVITY

ILLEGAL ACTIVITY

**THE RIGHT STRATEGIC DECISIONS
CREATIVE IDEAS
INNOVATIVE SOLUTIONS
ALIGNED EXPERIENCES
EFFICIENT EFFECTIVENESS
LOYALTY AND ADVOCACY
SUCCESSFUL FUTURE**

IMMORAL ACTIVITY

“OFF BRAND” ACTIVITY

Your Organization's Non-Negotiables

Tip 1: Define what they mean for YOUR team.

Tip 2: What behaviors will bring them to life?

Lead The Way!

- **Tell** - Communication
- **Show** - Role Model
- **Do** - Involvement

Tell: *Communication*

Tip 1: Everyone has valuable information to contribute

Tip 2: Individuals need to know how their work matters to business

Tip 3: Methods must align to employee needs

Show: *Integrity*

Tip 1: Integrity doesn't mean "perfect"

Tip 2: Relationship AND results

Tip 3: People won't follow someone with lack of integrity

Influence

- Level of trust?
- What is their focus?
- How can you help THEM win?

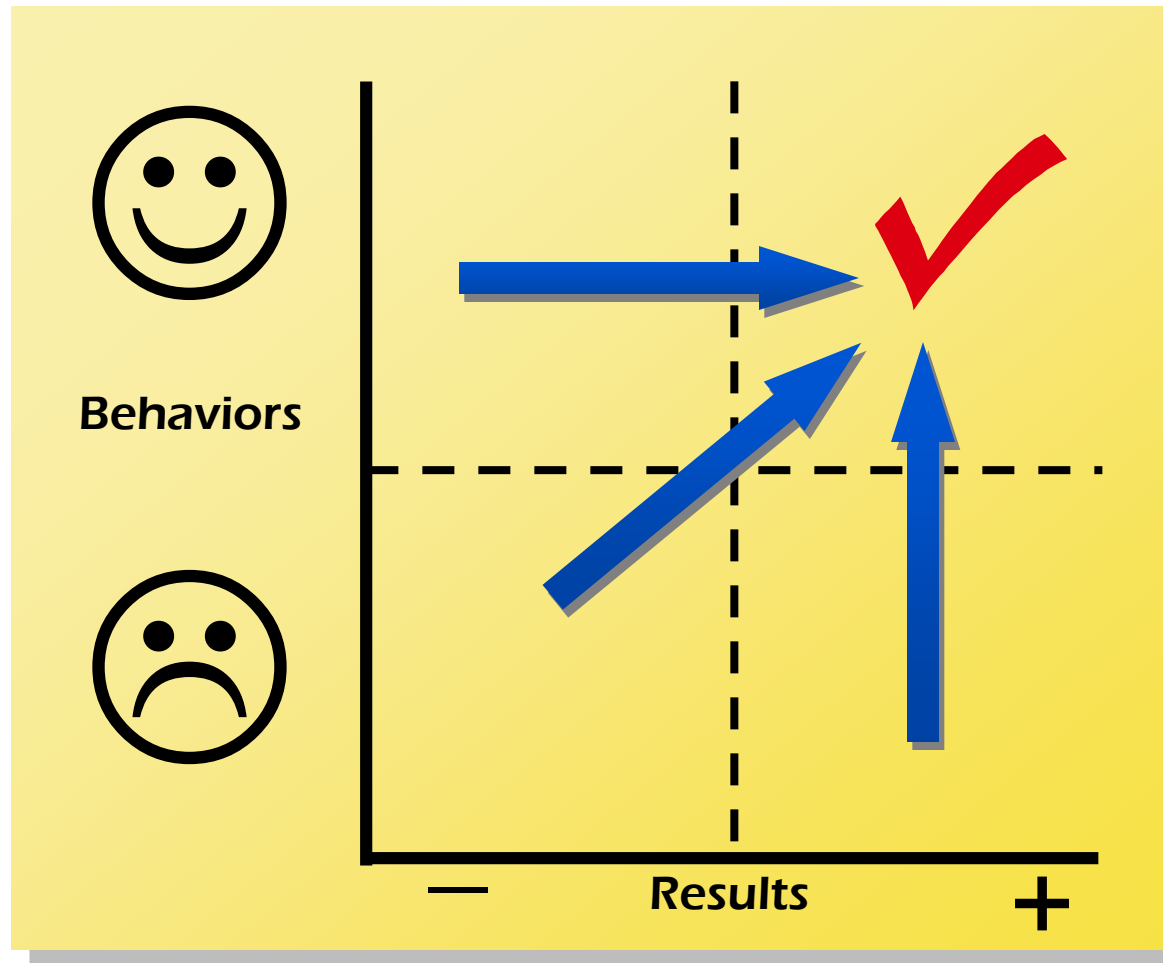
Do: *Involvement*

Tip 1: Direct correlation between involvement & buy-in/passion

Tip 2: Engaged employees mean engaged customers (*cha-ching!*)

Tip 3: Expect & reinforce consistently

The Accountability Matrix



Design The Ultimate Experience

Tip 1: Map out each step your customer takes in the process

Tip 2: What are expectations at each step?

Tip 3: Best ideas for exceeding those expectations?

Where To Begin?

- **Continue?**
- **Stop?**
- **Start?**

(Prioritize each Stop/Start list)

Build momentum!

Questions?



presented by

Mark David Jones

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***The way to get started
is to quit talking and
begin doing.***

~ Walt Disney

**THANK YOU
FOR ATTENDING!**

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Any future questions?

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