



Creating a Culture of Service

Presented by:
Strategic Solutions Group
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Program Expectations

- ▶ What is your goal for the session?
- ▶ What is SSG responsible for today?
- ▶ How can you maximize your time during the session?

Agenda

- ▶ Culture
- ▶ Mission-Vision-Values
- ▶ Get People Excited
- ▶ Reward What You Seek
- ▶ Tenacity and Self-discipline
- ▶ Slight Edge Concepts

Culture

The role of a leader or senior management is to act as a governing force in the creation and maintaining of the organizational culture. The leader needs to create a culture otherwise it will create itself!

How does your culture support the level of service you wish to provide?

Culture

- ▶ What is culture?
- ▶ Why is culture important?
- ▶ What are ways I can create culture?
- ▶ How do I identify the culture we have?
- ▶ Once we know what our culture is, what do we do next?

Vision

The Future First
Takes Place in
the Mind of the
Leader

Vision-Mission-Values

- ▶ What is the value of having?:
 - ▶ Vision
 - ▶ Mission
 - ▶ Values

Mission-Vision-Values

- ▶ What is the value of having?:
 - ▶ Mission: What you do best everyday
 - ▶ Vision: What the future looks like as a result of implementing your mission
 - ▶ Values: The foundation for culture because it defines how you want people to behave

Mission

A company's mission statement is a constant reminder to its employees of why the company exists and what the founders envisioned when they put their fame and fortune at risk to breathe life into their dreams. Woe to the company that loses sight of its Mission Statement for it has taken the first step on the slippery slope to failure.

Examples:

- ▶ Combining leading-edge business strategy and IT knowledge, to develop efficient and effective solutions that keep businesses one-step ahead.
- ▶ The leader in visual thinking and learning
- ▶ Simply the best Internet experience
- ▶ Construction industry transformation

Vision

First things first - how do we distinguish between a vision statement and a mission statement? In simple terms, a vision statement talks about where a person/organization wants to be in the future in terms of growth, achievements, and development.

A mission statement chalks out the things that need to be done in the present, while going forward in order to get there someday. While the former talks about the future, the latter stresses on building for the future, in the present. What to achieve and how to achieve it are the two sides of the coin.

Examples:

- ▶ Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.
- ▶ To be the company that best understands and satisfies the product, service and self-fulfillment needs of women-globally.
- ▶ Striving to be the world's leader in patient experience, clinical outcomes, research and education.
- ▶ Helping people around the world eat and live better.

Get People Excited

- ▶ Define what is expected
- ▶ Communicate what is expected
- ▶ Engage people to take ownership
- ▶ Empower to get the job done
- ▶ Focus on actions that get results

Reward What You Seek

- ▶ Recognition and rewards
- ▶ Appreciation
- ▶ Feedback and coaching
- ▶ Tracking and awareness
- ▶ Accountability

Tenacity and Self-discipline

- ▶ Review
- ▶ Analyze
- ▶ Adjust
- ▶ Walk the Talk
- ▶ Don't Settle
- ▶ Decision Making

Slight Edge Concepts

- ▶ Recruiting
- ▶ Strategic Thinking and Planning
- ▶ Connect with your customers/clients (int/ext)
- ▶ Make it sellable
- ▶ Continuous improvement
- ▶ Review internal policies & procedures

Recap

- ▶ Define Mission-Vision-Values
- ▶ Review and Reassess Internal Policies & Procedures
- ▶ Talk to Your Customers/Clients
- ▶ Develop Your Employees
- ▶ Align Performance to Quality Criteria
- ▶ Use Internal Customer Feedback
- ▶ Ask “Why would someone want to do business with us”?

Application Exercise

- ▶ What are the “key values” that it takes for you to service customers to the level you want?
- ▶ How will you know when you are doing it?
- ▶ What do you need to do more of, less of, and continue doing to make your “service vision” a reality?

Attraction

- ▶ Clarity of Vision
- ▶ Character Profile
- ▶ Job fit vs Competency
- ▶ Behavioral Interviewing
- ▶ Hire Slow-Fire Fast

Alignment

- ▶ Defining Clear Expectations
- ▶ Communication of Expectations
- ▶ Acceptance of Expectations
- ▶ Living the Expectations

Application

Clear Expectations: Has executive leadership clearly communicated its expectations for performance and expected outcomes? Is the organization demonstrating constancy of purpose in supporting the team with resources of people, time and money?

Context: Can team members define their importance to the accomplishment of the organization's goals?

Commitment: Do team members want to participate in the process? Are team members excited and challenged by the opportunity?

Application

Competence: Does the team feel that it has the appropriate people participating? Does the team feel that its members have the knowledge, skill and capability to address the issues for which the team was formed?

Charter: Has the team defined and communicated its goals; its anticipated outcomes and contributions; its timelines; and how it will measure both the outcomes of its work and the process needed to accomplish their task?

Control: Does the team have enough freedom and empowerment to feel the ownership necessary to accomplish its goals?

Application

Collaboration: Are people working together effectively interpersonally? Do all team members understand the roles and responsibilities of team members? team leaders?

Communication: Are team members clear about the priority of their tasks? Is there an established method for the teams to give feedback and receive honest performance feedback? Does the organization provide important business information regularly? Do the teams understand the complete context for their existence? Do team members communicate clearly and honestly with each other? Do team members bring diverse opinions to the table?

Creative Innovation: Is the organization really interested in change? Does it value creative thinking, unique solutions, and new ideas? Does it reward people who take reasonable risks to make improvements? Does it provide the training and education necessary to stimulate growth?

Application

Consequences: Do team members feel responsible and accountable for team achievements?? Is the organization designing reward systems that recognize both team and individual performance? Can contributors see their impact on increased organization success?

Coordination: Do teams understand the concept of the internal customer—the next process, anyone to whom they provide a product or a service? Is the organization developing a customer-focused process-focused orientation and moving away from traditional or old ways of thinking?

Cultural Change: Does the organization recognize that the organizational culture of the future is different than the existing culture of the organization? Is the organization planning to or in the process of changing how it rewards, recognizes, appraises, hires, develops, plans with, motivates and manages the people it employs?

Adjustment

- ▶ Coaching & Feedback process
- ▶ Honesty
- ▶ FAST Feedback
- ▶ Self and Individual Analysis

Acceleration

- ▶ Rewarding aligned behaviors
- ▶ Tracking and Accountability
- ▶ Challenge people to the next level
- ▶ Do not accept anything less than the expected
- ▶ Let people separate themselves
- ▶ Deliberate/targeted training & development

Question & Answer

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