



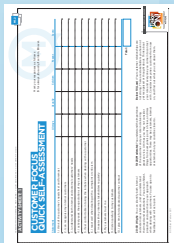
AT A GLANCE:

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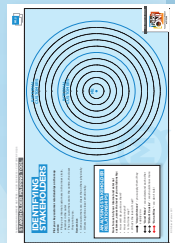
CUSTOMER FOCUS



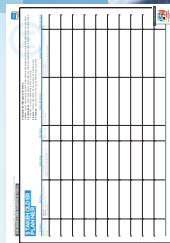
Leader Guide



Self-assessment



Toolkit resource



Planner

WHAT'S THIS THEME ABOUT?

'Customer Focus' is about not losing sight of why you're here in the first place! Whether you're talking about the external or internal customer, as managers in the business it's critical that we can all identify, understand and appreciate those who rely on us.

WHY IS THIS THEME IMPORTANT?

"A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so." —Mahatma Ghandi

A key part of any business is 'know your customer'. The further removed we are away from them, their needs and their expectations, the harder it is for us to deliver what they want, and build stronger customer relationships. As managers, we can never lose focus on those we are here to serve – customers and colleagues alike.

IDEAL OUTCOMES FROM THIS THEME

'Customer Focus' is about your management team knowing:

- Who their customers are
- What their customers expect
- How their customers want to be treated.

'Customer Focus' is about your management team being able to:

- Act in the customers' interests
- Meet and exceed expectations
- Build and strengthen their critical relationships.

CONVERSATION SHAPER