

progressing business

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The Customer

PART 1

Lee Robinson

CDec, AdvDip Risk Mgt, Dip Man, AIMM,
Chairman, Entrepreneur Division

DEFINITION

Customer Advocacy: Where a customer refers (and talks highly) of your business or organisation without being asked to do so.

INTRODUCTION

Before starting a new business or while managing an existing business, many entrepreneurs forget a very “not so secret” ingredient. That is “the customer”. Many consider the customer based on their own perspective and/or what they think the business will look like rather than considering what the actual customer will think of you, your firm and your product.

Before one can consider starting a business, starting a new product line or restructuring their current business, one must examine their business and product from a client perspective. Perspective means “how does or will the customer think about the business and product”. What is the emotion that drives the customer to use your business and buy your product?

Many entrepreneurs structure their business or organisation before even considering the client. They structure it on their own dream and experience. A plumber may be great at fixing pipes but what does this mean to the customer and how will the plumber sell his services. The simple truth is the plumber will struggle unless he or she gets into the customer’s head before structuring his business, creating a marketing campaign and leading his team or employees.

The following are suggestions about establishing what your business and product means to a customer and building customer advocacy.

Before you can get your organisation organised and build a strategy for success, you need to clearly determine what you are selling and to who. You may be selling a product or a service, it doesn’t matter which one, the same rules apply. Even if you have an existing organisation with hundreds of employees, you still need to step back and seriously consider these two questions:

- What are you selling? and
- Who are you selling it to?

PRODUCT REALISATION

Start this exercise by breaking down these two questions.

This is called Product Realisation. Unless you have a clear

understanding of the answers to these questions you cannot structure your business with a solid foundation and with a strategy that will keep your company organised and growing successfully.

Before we get into the nuts and bolts of the system, seriously ask yourself some questions. Put these questions to your management team, your mentors or others that know and understand your business or your potential business.

Remember that collaborative thinking is always better than individualism. Many people together will produce better thinking and more constructive answers than you can alone. Get them all in a room and brainstorm the questions. Get the questions and answers on a whiteboard. If you are already running an organisation or part of one, it is also good to get the managers involved in this process so they will then take ownership and get on board as you move forward.

Further, remind yourself that this is the deep down stuff.

Kodak didn't sell film, they sold memories.

This is the level you need to be thinking at with this. Your potential profits will result from this. So whatever product or service you sell, what does it mean to the customer? For example, a restaurant owner doesn't sell a meal; he sells an atmosphere, an experience. Harley Davidson doesn't sell motorcycles or a mode of transport, they sell a unique experience. What do you sell, in the deeper psyche of your client base?

- Okay; then get your team together and ask some questions like the following:
- Who are (or who could be) the 3 most profitable clients?
- What sort of client are they – what is “their” personality or “their” organisation's personality
- Define our client profile
- What do they (or could they) enjoy about your product?
- Name three of the most important client expectations that drive loyalty and advocacy?
- What do all your managers and staff believe are three of the most important client expectations that drives loyalty and advocacy?
- To what extent do we or can we deliver a distinctive experience for these clients? (based on their expectations).
- To what extent do we (or will we) consistently deliver a positive and distinctive experience to our managers and employees? (These people interact with your clients).

- Define the staff profile, what will they, or should they, be like.(they provide the customer experience).
- What does your ideal organisational culture look and feel like?
- How do (or will) your clients compare you against your competitors on quality, speed and value for money?
- What proportion of your client base is loyal and how many are advocates? (be realistic).

At this point just get some ideas on what your product or service is as far as your client is concerned.

As you may see, the questions are generally looking for the emotions that your customers and staff have or should have from dealing with your organisation and from buying and using your product.

After you have asked these questions, then go and ask your clients or perspective clients what they think. Ask them to tell you the feeling they get from dealing with organisations that they like and enjoy dealing with. What is the “emotions” they have about organisations that they would be happy to advocate? What are the key points or things that turn them on?

We will be asking these questions in a lot more depth in our next article for Progressing Business. Remember, the biggest mistake is assuming we know what our clients want, when we haven't really asked them nor done any real research. Keep in mind the “seat of the pants management” is not on anymore.

You need to have a very clear understanding of your client's, or potential client's, feelings and emotions regarding their involvement with your organisation, owning your product or service, using your product or service and the buying experience. Note that owning the product or service is very different to using it.

If you do nothing else, this may be a very enlightening exercise and one I suggest you take to your next managers, staff, or divisional meeting, (properly prepared of course). In future Progressing Business articles we will look at how we use this crucial information to help build our business strategy and customer advocacy; Clients who are your advocate are your best marketer.

For more information request robinson 0711 to info@pbinstitute.net



AGED CARE MAY 2012

THEME

**Optimising Knowledge Transfer Through
Effective Management Systems**

STREAMS

*Quality Management in Aged Care:
Allied Health Services-Removing Road Blocks
Responsibility of Aged Care Facility to the Consumer*

DATE
MAY 2012

LOCATION
Griffith South Bank Graduate Centre, Brisbane, Queensland

CO-HOSTS
Aged Care Division
Griffith Business School, Griffith University

FOR MORE INFORMATION
Telephone: 07 3816 2255
Email: info@aoq.org.au
www.pbinstitute.net/AgedCare2011.htm

To join the Aged Care Division go to
www.aoq.org.au/PDF/Membership-Application.pdf



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Australian Business Improvement Centre

CONSULTING & TRAINING

Our team of consultants and business coaches have assisted many entities to improve their business. We access a wide range of experienced professionals in a wide range of activities.

Strategic Management

- Governance
- Balanced Scorecard
- Integrated planning
 - strategic
 - business
 - operational
- Lean Six Sigma
- Continuity Management
- Risk Management
- Knowledge Management
- Customer Service

Energy Management

- Conservation Auditing
- Cost Reduction Strategies
- Metering Services
- Efficiency Strategies

Business Process Management

- Business process modelling
- Business process re-engineering
- Performance Measurement
- Auditing
- Customer Relationship Management

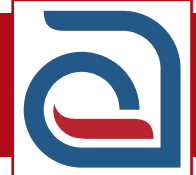
Lean Six Sigma Training

www.aq.org.au/LeanSixSSTrain.htm
Brisbane 15-17 August 2011
Melbourne 08-10 August 2011
Sydney TBA
White, Yellow, Green and Black Belt Training

For further consulting activities, go to www.aq.org.au/pdf/ConsultingExpertise.pdf



Contact:
Australian Business Improvement Centre
Phone: 07 3816 2255 Email: info@aq.org.au
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The Australian Quality Centre

timely and effective training at your site or ours

TRAINING

SYSTEMS AUDITOR TRAINING

www.aoq.org.au/AuditorTrain.htm

22-26 August 2011 Sydney

Integrated Management Systems Auditor Training (QMS-EMS & WHS)

TBA 2011 Brisbane

Becoming a Skilled OHS Management Systems Auditor RABQSA Competency Unit OH

29 August 2011 Brisbane

Introducing Quality Management Systems – the practical approach to ISO9001

29 August-01 September 2011 Brisbane

Quality Management Systems Auditor. RABQSA Competency Units QM, AU and TL

30-31 August 2011 Brisbane

Becoming a Skilled Internal Auditor. RABQSA Competency Units AU and TL

29 August-02 September 2011 Brisbane

Becoming a Skilled Environmental Management Systems Auditor. RABQSA Competency Units QM, AU, EM and TL

01-02 September 2011 Brisbane

Becoming a Skilled Environmental Management Systems Auditor. RABQSA Competency Units EM (for those with prerequisites)

TBA

QM Systems for Managers – half day course

COMPLIANCE MANAGEMENT

- Integrated business management systems
 - Quality ISO 9001
 - Electrical Safety Act (Qld)
 - Environment ISO 14001
 - HACCP
 - WH&S - AS4804
 - Customer service
 - Privacy
 - Aged Care
 - Risk Management

OUR TRAINING ASSOCIATES



Contact:
Australian Quality Centre
 Phone: 07 3816 2255 Email: aoq@aoq.org.au
www.aoq.org.au



A Division is a grouping of individuals with like interests

Divisions operate nationally with committee members from various states

The Divisions are in existence to:

- promote and contribute to the science and practice of quality management and business improvement in any of its forms in the relevant industry;
 - recognise and to advance the status of the natural persons engaged in the Division's industry;
 - disseminate knowledge of the science and practice of quality management and business improvement in the Division's industry;
 - initiate, conduct, supervise, and assist in research and investigations into the science and practice of quality management and business improvement in the Division's industry;
 - participate in and contribute to industry Benchmarking;
 - foster integration between organisational interfaces.
 - offer opportunities to professionals at any experience level to share knowledge and solutions through access to leading academics and practitioners in the Division's industry
 - provide access to academic research on future directions and innovations in management and business process improvement.
- provide and promote networking sessions to other industry practitioners and academics
 - provide access to leaders in the field for advice and training.
 - access to ongoing professional development.
 - access to the wider quality/business excellence movement.
 - provide certification and professional registration to industry standard competency levels.
 - advise AOQ-QLD and the Progressing Business Institute regarding the impact of relevant regulations on regulated research and development and manufacturing and assist AOQ-QLD and the Progressing Business Institute as required with representing these interests to the wider community
 - assist AOQ-QLD and the Progressing Business Institute in the fostering of mutually beneficial relationships with relevant quality assurance and quality management organisations

Each Division conducts member activities (details available at www.pbinstitute.net).

More Information



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www.pbinstitute.net/aerospace.htm



Aged Care:

www.pbinstitute.net/aged-care.htm



Energy Conservation and Sustainability:

www.pbinstitute.net/energy.htm



Entrepreneur:

www.pbinstitute.net/entrepreneur.htm



Lean Six Sigma:

www.pbinstitute.net/LeanSixSigma.htm



Pharmaceutical and Medical Devices:

www.pbinstitute.net/pharma.htm

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Call for Papers / Presentations / Case Studies / Seminars

The Progressing Business Institute conferences for 2012

LeanSixSigma2012

LeanSixSigma2012

23-24 April 2012

Theme:

Strategic Insights from Research and Practice in Lean Six Sigma

Streams: Deployment, Project Delivery

Type of Presentation:

Research, Practice, Case Study

Technology:

Lean, Six Sigma, Lean Six Sigma

Closing Date for Abstracts:

31 January 2012

www.pbinatech.net/LeanSixSigma2012.htm



AgedCare2012

May 2012

Theme:

Optimising Knowledge Transfer Through Effective Management Systems

Streams:

Management Systems, Quality, Auditing, Management Training, Lean, Six Sigma

Type of Presentation:

Research, Practice, Case Study

Closing Date for Abstracts:

28 February 2012

www.pbinatech.net/AgedCare2012.htm

Pharma2012

Pharma2012

July 2012

Theme:

Improved Management Structures for Delivery of Bottom Line

Streams:

Management Systems, Quality, Auditing, Management Training, Lean, Six Sigma

Type of Presentation:

Research, Practice, Case Study

Closing Date for Abstracts:

30 April 2012

www.pbinatech.net/Pharma2012.htm



EnergySummit2012

August 2012

Streams:

TBA

[www.pbinatech.net/
EnergySummit2012.htm](http://www.pbinatech.net/EnergySummit2012.htm)

BusImprove2012

September 2012

Theme:

Getting the Most Out of Your Management System

www.pbinatech.net/BusImprove2012.htm



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We are an active network of organisations that share an interest in seeing that their business continuity and disaster recovery plans are resilient and continually reviewed.

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- Encourage development and implementation of business continuity plans

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Transport
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- Resources and Member Support

EventsCalendar@www.continuity.net.au

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