

Principles of success

MANAGERS

“Champions aren't made in gyms. Champions are made from something they have deep inside them - a desire, a dream, a vision. They have to have last-minute stamina, they have to be a little faster, they have to have the skill and the will. But the will must be stronger than the skill.”

Muhammed Ali

Action

1. Take the definition for each of these 5 elements and define what this means for your product or service in your team.

e.g. Reliability – as a training company our clients expect us to deliver as per the agreed project timescales and specifically to ensure that there is a trainer to train on the prearranged day.

This is simple, in normal circumstances but what does that mean to your service provision if a trainer falls ill – this leads to action 2!

Element Definition- for us this means...

Reliability	
Assurance	
Tangibles	
Empathy	
Responsiveness	

2. For the next 3 minutes, brainstorm the circumstances that might inhibit your ability to consistently deliver in each element (as in step 1) and list the top 3 on the page below

Top 3 inhibitors:

1.

2.

3.

3. Finally with your team discuss how you can build up a contingency plan that minimises any risk to service provision and agree the practical steps... together.

**“Today is your day,
your mountain is waiting,
so get on your way.”**

Dr Seuss

Top tips

- Have a **heart** for your own team
- **Review** how well individuals are upholding the 5 elements of service in their individual 1 to 1s
- Take one element a week on which to **focus effort** – define, experiment and organise the best way to consistently provide the right level of service
- Ask your team for examples of companies they have experienced who fulfil the service requirements – **start talking** about it
- Ask your team (as your own customers) to define what their **service expectations** are **from you as their manager**
- **Ask dumb questions...** continually
- **Ask your customers** (go on it really does work!)
- **Explain what you CAN do...** not what you can't!
- Allow **freedom of personal expression** and
- **Reward excellence**