

# Integrating Internal and External Needs

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**Customer focus** - We place the customer at the centre of everything we do.

- **Collaboration** - We value each other and create better outcomes by working together
  - Have the customer at the heart of everything we do
  - Achieve as one team, honestly and ethically

## Collaboration

- We work cooperatively to achieve our goals.
- We build strong teams and effective partnerships.
- We share the challenges and successes of our work.
- Seeking diverse experiences and opinions to create the best solutions
- We are open and honest with each other and our stakeholders
- Looking at things from the customer's perspective

Collaboration: We will work together as a team to provide the best xxx for our community.

*Our regular contractor meetings are appalling. We get in the room and argue!*

I often feel invisible in our meetings. I say something and it is not even acknowledged

People usually come to these meetings with 'pre-baked cakes'. Their minds are already made up.

We had 18 people in the room yet 3 people did 80% of the talking.

By the time my section gets involved all the decisions have been made and the meetings feel pretty pointless

*We switch off before we even begin*

# Can this organisation genuinely be 'customer-centric'?

- If your customers were participants in your meetings, what experience would they have?
- Can a tool or system for incorporating customer input work in an un-collaborative cultural environment?
- Does the way the system values 'expertise' prevent **us** (experts) from listening to **them** (not us therefore not experts)
- Is a tool or system a technical response to a cultural or relational problem?
- Can you switch collaboration on and off as you need it or is collaboration a fundamental world-view?

# Becoming Customer-Centric

In an organisation that:

- Doesn't always listen
- Doesn't value diversity and difference of opinion and experience
- Tells more than asks
- Generates ideas then 'sells' them to others
- Undervalues relationships

The best tool you have is to get better at this micro, internal level

- Become 'customer-centric' with your colleagues
- Behave collaboratively at the operational level
- Do collaboration and be collaboration
- Become great at it internally and you will find yourselves bringing the customer into your decisions

# Thankyou

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