HAPPY NEW YEAR

harmony Coaching & Consulting

THE CATALYST

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SPARKING IDEAS AND ACTION IN YOU AND YOUR BUSINESS

HARMONY COACHING & CONSULTING

Are Your Customers Really Satisfied?

By definition, a satisfied customer is a consumer that has had a desire or need successfully fulfilled. Surveys in and of themselves really do not determine how well your customer satisfaction is. The prevailing problem of surveys is that, in reality, how many customers actually fill out the survey? In addition, many consumers who are given surveys to complete are not necessarily completing them at exactly the time the survey sheet was given to them. How do you know if they are giving the correct emotion that they felt at the exact time that the transaction transpired? In reality, a customer is really not reacting to the business itself when they fill out a survey. They are reacting to the person or entity within the business that helped them.

The true measure of customer satisfaction comes from the people that make up your business. They are the authentic source, the true measure, of *"Customer Satisfaction."* This is why investing in your employees can just about ensure that a good grade in the *"customer satisfaction"* standings will be met.

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Recognize The Global Demand For Professionals

Recognizing the global demand for professionals puts you ahead of other businesses. By getting top talent on board before the competitors, your business propels forward. While other executives are still searching for professionals, you already have the best ones on board. In the next year, there are several staffing areas you should consider.

Return On Investment

Project management professionals with IT skills are essential for your organization to succeed. Modern technologies move fast and you have to keep up with the pace. Properly planning projects and overseeing their implementation are crucial to keep your company profitable and progressive. Look for a project manager with leadership abilities, a positive attitude and excellent people skills.

Protection

Letting the cat out of the bag to your competitors is inevitable unless you employ security professionals. Spam, malware and other attacks threaten your business security every day. As these potential security breaches continue, businesses and their valued clients are compromised. Hiring security professionals is a top priority as more business is conducted online rather than personally or via telephone.

Support

As technology moves forward, you will hire more IT employees and other computer-based workers.

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Make sure that your employees are satisfied first so that they will end up doing a job that they take pride in. In effect, you want your employees to refer to your business as well as their job as *"we"* rather than *"they."* The goal is to get your personnel to think *"we"* and not *"me"* or *"them"* so that reactions will be better toward the consumer. In truth, Isaac Newton's law, *"to every reaction there is an equal and opposite reaction,"* should be an integral part of your business to ensure that customer satisfaction is achieved.

Therefore, investing in your employees and creating programs that increases as well as maintains motivation within the company itself can, even though at times it will be difficult, make sure that your customers will be treated with the upmost respect. If you respect your employees, your employees will respect your customers in turn.

Some perspectives on building customer satisfaction and then the all-important customer loyalty include:

- Hire the best and most qualified staff that the company's budget allows. These employees should be trained completely, and should receive ongoing training. Knowledge about existing and new products will enable customers to receive the best possible care. Every single consumer in the world doesn't like to hear *"I don't know"* when there is a problem.
- In addition, when it comes to your customers, reward your best ones accordingly. Frequent purchases of an item could possibly be offered at a discount, or a coupon, per-se, could be given to a long-standing customer for, let's say, 10% off the next purchase of such and such item.
- Effective and exceptional customer service, which will invariably lead to satisfied as well as loyal customers, entails treating a customer's problems as if they were your own – even if the resolution of the problem ends up costing you more money.

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- Another not well-utilized aspect is that your company may even be able to *"fix"* problems with a competitor's product. In this way, you will actually end up with the opportunity to switch a consumer's allegiance to your company.

In effect, there are many ways to obtain customer satisfaction. These include treating your employees with respect, making your employees part of the *"family"* at large, rewarding your best customers and offer problem solving skills that your competitors may not be able to meet. ♦

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Successful Business Tips

1. Establish your long-term vision. Take a good look at your company and its core competencies and create a written picture of your future.

2. Communicate your vision. Let everybody know what your vision is and ask them what it means to them. This will help you to get buy in and help others know where you are going in the long term so they can see where they fit in.

3. Establish some core values. By establishing some core values, everyone will know the guidelines of their actions and decisions. Core values allow us to come up with similar answers to a problem regardless of the position of an employee based on our values.

4. Establish your goals. Set long-term, (1-5 years) intermediate, (Quarterly, BI-yearly) and short-term goals (Daily, weekly, and monthly) for your entire company.

5. Create action plans for each goal. Make sure you have very specific steps for each goal accomplishment.

6. Challenge everyone to meet the goals. Most people will step up to the challenge and exceed your expectations.

7. Recognize and reward employees for their achievements. This will inspire others to achieve more. What gets rewarded gets repeated. ♦

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These inevitable hires will need desktop support to adequately serve your business needs. A desktop support professional with proficiency in Microsoft is worth their weight in gold. Their assistance minimizes downtime for new employees as their questions are answered immediately.

Traffic

With more IT personnel comes additional traffic. Advanced technologies such as video add to the potential complications along the way. Professional network administrators keep traffic moving with minimal problems. Computer networking engineers also plan, design and implement the latest technologies your company needs to install.

Cloud

Hire a professional with their head in the clouds. Cloud computing and virtualization are the wave of the future. Be ahead of the crowd by hiring a certified expert in virtualization to handle the latest aspects of IT for your company. An area still forgotten by many, having a virtualization professional on board puts you ahead of the rest.

Harness the power of the global market by hiring professionals in these growing areas. As the competition continues to seek talent, you will already be working with it. ♦

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"We are what we repeatedly do. Excellence, then, is not an act, but a habit"
~Aristotle

Tell Employees Everything

Wen Jack Stack (author of *The Great Game of Business*) was asked by a local hotel manager how to improve his hotel's margins, Jack asked him what occupancy rate he needed. His answer: 68%. Then Jack asked him how many of his employees knew that number. His answer: None

Jack said, "*Your employees need to know what all is required. Make them aware of the goal. It will give meaning to what they're doing and motivate them to do even better."*

Source: Milton Moskowitz, co-author of *The 100 Best Companies to Work for In America,* excerpted from the newsletter Executive Edge.

A creative man is motivated by the desire to achieve, not by the desire to beat others. ~ Ayn Rand

One Minute Ideas

Business Thoughts

Companies must offer more than money or prestige to retain high performing employees, they must offer an engaging job.

Each generation has distinct attitudes, behaviors, expectations, habits and motivational buttons. Knowing other generations' quirks can be the difference between your success and failure.

Business coaching boosts profits by moving people to a higher level of performance only when the coach uses the best tools available.

Planning for the future means not only knowing who is in line to take on leadership but also who will be able to fill the roles of knowledgeable and skilled employees.

"There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it."
~ Napoleon Hill

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Exceptional Leaders…*Declare The Future*

Our Founding Fathers 'declared' our independence. Exceptional Leaders know that to create a desired future, they must declare it. This creates the space, energy and enthusiasm for them and for others to make it a reality.

Bill Gates's declaration was *"a computer on every desk running Microsoft software."* This is now realized, and Microsoft is struggling to find the next declaration that will propel them into the future.

Google's mission *"is to organize the world's information and make it universally accessible and useful."* This declaration certainly seems to be working for them.

Making declarations, even with a short-term perspective, can be powerful. Some examples are; *"we will increase sales by 20% this next year"* and *"we will launch this product by March 1st."*

Thought Provoker

- What future have you declared for yourself?
- As a leader, do you inspire others by declaring the future?
- Have you made your declarations public?
- Have you made them in writing?
- Have you made speeches declaring to all stakeholders what you want to create for your organization?

Exceptional Leaders declare the future powerfully and frequently to all who will listen.♦

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Schedule of Public Courses

The following courses are being offered to the public by Harmony Coaching & Consulting. Click on the associated link for more information on the program or to register.

Course Title	Date(s)	Time	For More Information/Registration
SHRM Learning System® is the preparation course for the HR Certification Exam ***(Every other Saturday)***	**Feb 16 – May 5, 2012**	8:30am - 4:00pm	www.cbu.edu/shrm
The Coaching Clinic® is a two-day workshop for executives, managers and leaders to experience and learn coaching skills and competencies.	**Feb 28 & 29 2012**	8:30am – 5:00pm	www.harmonycc.net/coaching-clinic.php
Leading at the Speed of Trust™ is a two-day workshop for anyone interested in increasing revenues, decreasing costs, enhancing/repairing relationships, or improving their credibility with employees or customers.	TBD	TBD	Email: info@harmonycc.net