"We ARE what we DO, not what we SAY we do..."

...before we talk about “change,” what number would you give yourselves as we settle-in to this next couple days?
disruptive

“Revolutions:”
1. Industrial
2. Mass Media
3. Tech/Connectivity

Works-in-Progress?
• Biological
• Artificial Intelligence

Oh, by the way… Three things that should NEVER, EVER “change…”

1. Change.
2. Principles.
3. Choice.

We have more control over culture amidst change than we think…

80% of all organizations fail to intentionally craft or enhance their culture…
“...the characteristic spirit of a culture or community as manifested in its beliefs and aspirations.”

1. Trust and Integrity
2. Nature of Job
3. “Line of Sight” Behaviors
4. Career Growth
5. Pride in Org.
6. Coworker/Team Relationships
7. Employee Development
8. Relationships with Man./Leadership

The “Relationship Era” or “Experience Economy…”

**Product Era**, 1900-1960
- Just inform.

**Consumer Era**, 1960-2000
- Persuade...

**Relationship Era**, 2000-Future
- Fostering sustainable relationships is the key...

Think about it...

- Commodity: 1¢ to 2¢ a cup
- Goods: 5¢ to 25¢ a cup
- Experience: $2 to $5 a cup
So, a bit more on “relationships” and “experiences” and what might help…

**The Servant-as-Leader Philosophy**

Core Traits & Values

(Greenleaf Inst.)

- Listening
- Empathy
- Healing
- Awareness
- Persuasion
- Conceptualization
- Foresight
- Stewardship
- Commitment to Growth
- Community Building

Leader-as-Servant Model
“If you give employees reasons to believe in their work and that they are part of a larger mission, they will personally improve the experience for every customer.”

- Howard Schultz, Starbucks CEO

Quality Customer Service (QCS)

Excellence in service: The ability of an organization to EXCEED expectations, making the encounter TRULY an experience...

Study of 2,000 Global CX Leaders

1. Hiring Well (EQ)
2. Training Well FOR TOP-Notch Service
3. AVOIDING Micro-management!
1. Continue growing leadership development programs – but be thinking Next-Gens!
2. Push paid-internships and apprenticeships with higher-ed and biz partners!
3. Across ALL generations, “The Why” is important but vastly under-explained!

UVPs are born out of overall **STRATEGY** - and answers to a fundamental question:

**Why should others choose us instead of competing locations or opportunities?**
Keep “energizing” and “connecting” us!

Things to think about AFTER the conference…

Thank You!
Get connected!

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