



The New Path to Profitability and Engagement

Apply the Five Tenets of the Customer Centric
Approach to Business

One-Day In-house Program Details

Apply the Five Tenets of the Customer Centric approach to Business™ Workshop

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Use the Five Tenets and the corresponding
**Nine Imperatives for Leaders to realign your organisation
to be relevant for your customers in this age.**

Focus

Customer centricity has been proven to produce greater levels of business resilience, and higher levels of profit.

Harvard Professor Ranjay Gulati published his extensive research in the book, *"Reorganise for Resilience"*, he coined the term "outside in", the perspective the business when they consider their customers rather than themselves.

Forrester Research later published *"Outside In"* (Manning and Bodine), with similar findings – customer centric businesses achieve better results and are more resilient.

This workshop will end your frustrations with trying to be more customer centric and not seeing the results you expected.

"Customer Centricity is not a bolt-on for the business.

Taking industrial -age management thinking and adding a touch of 'customer' will not produce the long-term results we seek. Leaders need realign the organisation in a way that leverages the customer centric approach for demonstrable business benefit."

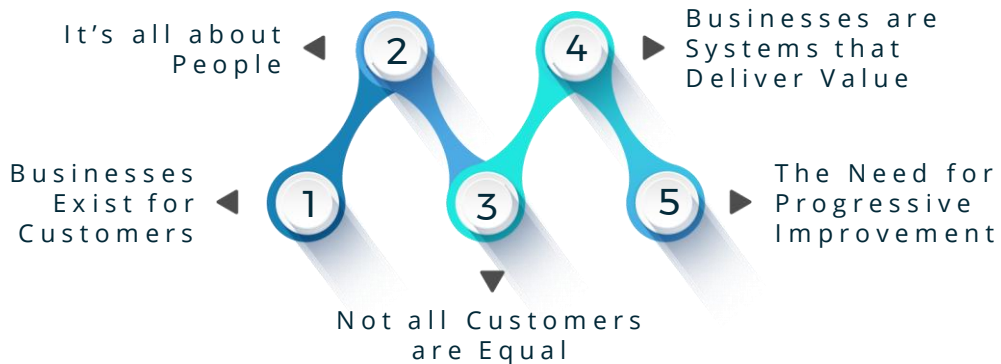
Context

Most leaders are referencing the 'game-plan for managers' that was developed during the end of the Industrial Age. These models are not that useful in becoming customer centric – why, because we have moved into a Digital Age, which importantly has triggered an Experience Economy.

Applying the Five Tenets of the Customer Centric approach the Business will allow leaders to reassess their perspectives. Then, using the Nine Imperatives for leaders, we can realign and finetune our organisations to be customer centric and reap the rewards.

**Any questions, or to
book your workshop, contact Mark:**

THE 5 TENETS OF THE CUSTOMER CENTRIC APPROACH TO BUSINESS



APPLY THE 9 IMPERATIVES FOR LEADERS

- ◆ **Businesses Exist for Customers**
 1. Perspective
 2. Focus on Results
- ◆ **It's all about people**
 3. Connect with your Customer on Value
 4. Connect your People with a Purpose/Vision that is about People
- ◆ **Not all Customers are Equal**
 5. Know you Customer Groups and your Intent with each group
 6. Articulate your Value Proposition for each Customer Group
- ◆ **Businesses are Systems that Deliver Value**
 7. Design the Optimal Activity to Deliver Value
- ◆ **The Need for Progressive Improvement**
 8. Improve your Delivery of Value
 9. Monitor, Communicate your Progress

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What you and your team get from this one-day workshop

- ✓ Clear understanding of how the economy has changed to an Experience Economy and what this means for your customers and business
- ✓ Examples of how the Five Tenets of the Customer Centric Approach to Business play out in this new environment
- ✓ A deep understanding of the Nine Imperatives for Leaders
- ✓ Practical application of the Nine Imperatives to my business/organisation – using templates to define how to apply these techniques today
- ✓ Workbook with templates relating to each of the Nine Imperatives

You will finish the day with a blueprint ready to implement.

*This is the reframe leadership teams need to get realigned in
this new digital age of and experience economy.*

Everyone leaves with a pragmatic plan to get started.



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About Mark Hocknell

For the last 12 years (as a consultant) Mark has developed customer strategies with more than 35 organisations (from small businesses to large GOC's) to improve business results and the delivery of customer value.

Prior to this, Mark was with Suncorp for 14 years where he held senior customer management roles, during his last three years there he led the implementation of the technology, tools and change to support the 'Allfinanz strategy' which placed Suncorp with the highest cross-selling rate of any Australian financial institution.



From 2003 to 2011 he was a sessional academic (part-time) with Brisbane Graduate School of Business (QUT) where he developed and delivered two electives within the MBA program, Sales Management and Customer Relationship Management (CRM). In 2015 he was appointed as an Adjunct Lecturer to the Griffith University School of Business, where he has developed the Personal Selling and Sales Management course (2038MKT) for the Department of Marketing.

Mark has a MBA, holds qualifications in change management, and certifications in Net Promoter Score and PuMP®(performance measurement).

Your return on investment: (pricing ranges from \$2500 to \$4500)

Your team:

- ✓ With a clear and consistent view of what it means to be customer centric
- ✓ Crystal clear on the results to be achieved, and aligned to the value they deliver for customers
- ✓ With a powerful purpose and vision that connects with your customers and employees
- ✓ Key Customer Groups identified with a value proposition for each
- ✓ With a plan on how to deliver the optimal activity for maximum value
and continuous improvement

Your next step:

To book your private in-house Workshop, or chat with Mark for more details: call 0438 451 405, or email: mark@markhocknell.com

Some T's and C's

Pricing is plus GST, quotes will be provided on request, in some cases a deposit may be required.

Mark is based in South-east Queensland. If any shipping for workshop materials, or travel and accommodation is needed, these actual costs will be invoiced.

Mark carries Professional Indemnity insurance to the value of \$5,000,000 and Public Liability insurance to the value of \$10,000,000.

Training in, and using the Five Tenets of the Customer Centric approach to Business and the Nine Imperatives is for internal facilitation and personal use of delegates only. Any other use of this methodology, such as teaching groups or selling to clients, requires permission from Mark Hocknell.