

Stop Press!

Just before printing we received a second article from Darryn. We thought it was Awesome, So we added it to this issue so you didn't have to wait till next month

Same Task, Different Outcome! by Darryn White

You've probably heard all the phrases, "Your input determines your output", "Your attitude determines your altitude" and maybe "plan your work then work your plan".

There are so many and they all have true meaning. We hear it all but how much do we action?

In a recent meeting with my team we were discussing this very topic and applying it to what we do here. After the meeting I realised how the very same thing applies to almost everything we do.

From a small business perspective, I thought I would put forward a generic scenario with two completely different approaches resulting in different outcomes.



The scenario is providing a customer service, whatever it may be from preparing a plan to fixing a car, to even making a coffee.

I would like to add in both cases, there is

a reward for good service and incentives for effectiveness despite who is taking on the task.

The first approach I would like to discuss is the one of "It'll happen when it happens".

The "It'll happen when it happens" approach goes something like this.

I'm given a job to do that has a fixed value to the business I work for.

I start the job not getting all the information about the job or the customer.

I just DO THE WORK.

I don't care how long it takes even though the customer has some expectation of when it's to be finished.

I don't refer to any of my company procedures or systems, I just do the work.

I have to repeat some of what I have done because I didn't follow basic systems or procedures.

I get stuck on something and my pride gets in the way of me asking for help.

I fumble through but don't deliver what the customer wanted, by when and to the price set. The outcome of this is;

§ I took longer than the allocated time for the job so I didn't meet the customer's expectations. CUSTOMER NOT HAPPY.

§ I didn't deliver what the customer wanted. CUSTOMER NOT HAPPY.

§ I have jeopardised the companies reputation and the customer is unlikely to recommend the companies services to others. COMPANY NOT HAPPY.

§ I took longer than the allocated time for the job so I have consumed any company profits for that job within my wages. COMPANY NOT HAPPY.

§ I didn't deliver what the customer wanted. COMPANY NOT HAPPY.

§ The company cash flow was affected due to the job being drawn out. COMPANY NOT HAPPY.

§ I took longer than the allocated time for the job so missed out on any bonuses. I'M NOT HAPPY.

§ I'm not having any select jobs given to me. I'M NOT HAPPY.

§ The customer won't speak to me in the street. I'M NOT HAPPY.

As you can see from this and I'm sure all can relate to this or know someone who fits the



mould that it is a very uncomfortable list of outcomes by just letting it happen when it happens.

The second approach is the one of "Action". I'm given a job to do that has a fixed value to the business I work for.



I don't start the job until I have all the information about the job and the customer, which involves talking with my other team members if necessary and more importantly talking with the customer.



I determine how long I have to do the job and what the customers' expectations are. If they're unrealistic, I will discuss this with my management team and/or the customer.

I refer to all of my relevant company procedures or systems which are check lists which leave me not having to think of everything. I plan the work by following the basic systems or procedures.

If I get stuck on something I swallow my pride and ask for help.

I successfully complete the job ahead of time and am accurate in what I deliver to the customer.

The likely outcome of this is;

- § I took less than the allocated time for the job so I exceeded the customer's expectations. EVERYONE VERY HAPPY.
- § I delivered what the customer wanted. EVERYONE VERY HAPPY.
- § I upheld the companies' reputation so the customer is likely to recommend the companies' services to others, along with providing a testimonial about there experience with the company. EVERYONE VERY HAPPY.

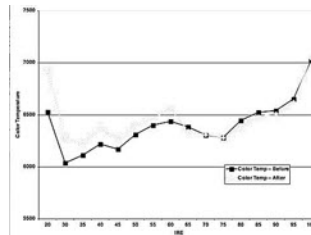


- § I took less than the allocated time for the job so I helped with the company profits for that job. COMPANY VERY HAPPY.
- § The company cash flow was on track providing a healthy outcome for the whole team. TEAM VERY HAPPY.
- § I took less than the allocated time for the job so myself and the team received a bonuses. TEAM VERY HAPPY.
- § I'm now given select jobs allowing me to expand myself and gain more experience. I'M VERY HAPPY.
- § The customer loves me. I'M VERY HAPPY.



What a great result. All because I took a more positive approach and My attitude was to act. I was much better organised with willingness.

In both examples, as previously mentioned, it is the same job, but with a different approach and attitude.



The difference, in the result is staggering. Regardless of what we do, particularly within our work environment our attitude determines whether we achieve or not.

Using the tools developed for us to use, also assists in this process along with forward planning. The examples given, I feel can be adapted to so many situations, It's all a matter of coming up with a scenario, think out the two different approaches and predict the outcome.

