

SILVER BULLET

FOR CALM SPECIALISTS AND SUBSCRIBING CLIENTS

The purpose of the Silver Bullet is to provide CALM Specialists with tips and keys to improve the value we offer to our Clients.



Dear Friend,

I hope you enjoy the read.

Dan
CALM Consulting

Volume 1

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The best way to measure customer loyalty: Net Promoter Score (NPS)

Fred Reichheld of Bain & Company* has described a powerful tool for assessing the client's view of your operation; simply ask your clients "On a scale of 1 to 10 how likely are you to recommend this service to a colleague or friend?"

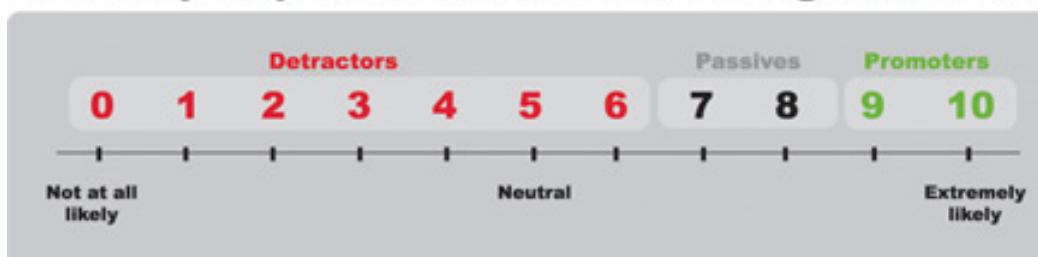
This one simple question allows you to consistently classify your clients as either PROMOTERS (scoring 10's or 9's), PASSIVES (scoring 8's & 7's), or DETRACTORS (with a score of 6 or below). You now have a strategic measure based on one question that can be benchmarked worldwide.

THE COMPLETE NON-SEQUITUR

There is the same number of capillaries in your lungs as there are stars in the Whirlpool Galaxy some 23 million light years away.

How many? A whopping 300 000 million capillaries and stars. Amazing! If you placed each of your lung capillaries end-to-end, it would stretch 2,400 kms.

How likely are you to recommend to a colleague or friend?



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

(Graphic taken from <http://www.netpromoter.com/np/calculate.jsp>)

So who can you benchmark with? Try GE, Google, Apple and many major companies in the world; the blue chips are using Net Promoter Score (NPS) to report customer satisfaction just like they report profit and other bottom line indicators of success.

CALM regularly asks the question “How likely are you to recommend CALM (or a CALM Specialist as appropriate) to a colleague or friend?” of its clients during and on completion of assignments. NPS is a powerful metric to drive improved performance.

For more information on NPS, the best website is www.netpromoter.com
*Reichheld, Frederick F. The Ultimate Question for opening the door to good profits and true growth. Boston, Mass: Harvard Business School, 2006.

Striving toward having the best business culture in the world

Reinforcing **EPIC** - our passion lies in our ability to provide exactly what the clients needs at a point in time. Our **EPIC** passion:

Excellence - This is the foundation! Always look to provide the extra special outcome for the client. For example introduce an earned value calculation for a client project or summarise a set of actions agreed at a meeting on behalf of the Chairperson. Do everything (even the little things) with Excellence.

Preservation - Look for solutions that are friendly to the environment and continuously monitor your behaviour to minimise waste.

Innovation - When asked what they look for when recruiting new staff, the world’s top CEOs stated overwhelmingly “give us people that are innovative”. You do not have to be an artist to be creative. Every person is born with creative flair in one field or another. You will find yours where your strengths lie. Find it; exploit it, enjoy being different.

Confidence - Look for ways to bring people along on the journey laid out by the client’s leadership team. CALM Specialists are advocates of positive change and should always act and encourage in ways that instil confidence in a better process, a better system, a better future.

Spotlight on CALM

What are our clients saying?

Regarding 7SIM training, I came to 7SIM needing to learn some ways of transforming strategic initiatives into real actions for front

line staff. CALM succeeded spectacularly in equipping me in that regard.

Julian Rouse, Western Power, Perth

(after attending Successful 7SIM Improvement training in Perth)

Remember - Our client's success is our reason for being.

Dan Jackson
Managing Director
CALM Consulting

We value your feedback on the Silver Bullet.
Please email any suggestions or comments to
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