Dear Friend,

This edition of the Silver Bullet deals with one of most important keys to sustaining successful change. You can change the way you do things, you can change your structure, but if it doesn’t change how you support your customer then it probably isn’t a change worth making.

Enjoy the read ...

Dan
CALM Consulting

**An Uncompromising Focus on the Customer**

The customer is the direct beneficiary of your goods and services. All entities have customers; all entities exist to provide benefit to others. There are external customers who are the ultimate beneficiaries of your goods and services. Then there are internal customers within your entity that rely on the quality and timeliness of your products and services to better support their customers. So regardless of where you work, you have people that benefit from what you do. They are your customers.

When improving operations, organisations tend to look for four opportunities:

- Eliminate waste
- Reduce variation
- Grow the customer base
- Improve the value provided to the customer.

Regardless of the intention of improvement, it is essential that the customer perspective be the central focus. This is often called the “voice of the customer” or a “customer...
The "customer-centric" approach to improvement. Whatever you call it, do not begin to envision what an improvement will look like without getting the customer view; no analysis is complete without well thought-out customer engagement.

So whether the customer is in the next cubicle or across the world, decide to focus without compromise on their needs first and foremost. In doing so, you will be surprised just how increased efficiency and effectiveness falls into place.

**Striving toward having the best business culture in the world**

**Respect; to hold in esteem or regard highly**

Respect may seem a little foreign within today’s business culture. CALM Consulting seeks to honour its clients, each other and everyone that has a stake in CALM’s dealings. Particularly important is to show respect for clients; their success is our reason for being.

**Typical behaviours that model Respect**

- Be genuine.
- Avoid ‘personality’ discussions.
- Inform people if you are running late.
- Do not answer the phone when engaged in discussions ‘in the flesh’.
- Recognize that every individual is unique.
- Bring correction in private and face-to-face.
- Do not slam in emails.
- Consider yourself a connecting link between disparate people and groups.
- Keep short accounts; if you become alienated from a client or colleague, go and talk with them.
- Recognize that every person is worth your attention.
- Seek to obtain the views of quieter people.
- Work to establish good relationships with potentially difficult people.
- Examine your own motivations as the first point of reflection.
- Use CALM colleagues when venting frustration.

These points are intended to liberate not inhibit you. They are provided for guidance, an aid to adjust behaviour.

**Spotlight on CALM**

**CALM SureStart**

*Notice for all Specialists about our latest product CALM SureStart.*
CALM SureStart will radically increase the success rate of new infrastructure and commercial projects. SureStart will assist organisations to mobilise projects so that they succeed in delivering the best solutions on or under time and budget.

The Goal of CALM SureStart: Save clients significant time and money by ensuring the right project is selected, clearly defined, all stakeholders are engaged and the framework for delivery is in place.

The role of a typical CALM SureStart engagement is to work with the leadership group to facilitate the critical Initiation and Planning Phases* of the project, setting the framework for successful Delivery.
SureStart specialises in systematically working through the key questions that must be addressed during the Initiation and Planning Phases of a project. Has the right initiative been selected? Is the vision clear? Has feasibility been explored? Is the scope well defined? What are the Critical Success Factors? Are the key stakeholders engaged and supportive? Are the optimal plans and procedures in place to govern Delivery.

Augment existing competence Integration with the internal project team Transfer learning

I am excited about offering SureStart to clients to give them the confidence to deliver successful projects again and again.

* Participants in the benchmarking body, Prosci’s exhaustive study of project improvement in 327 companies across 51 countries overwhelmingly indicated that the planning stage is the most important phase in the project.

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

Dan Jackson
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We value your feedback on the Silver Bullet. Please email any suggestions or comments to silverbullet@calmconsulting.com.au