



Making Procedure Stick

Presented by Andrew McMillan

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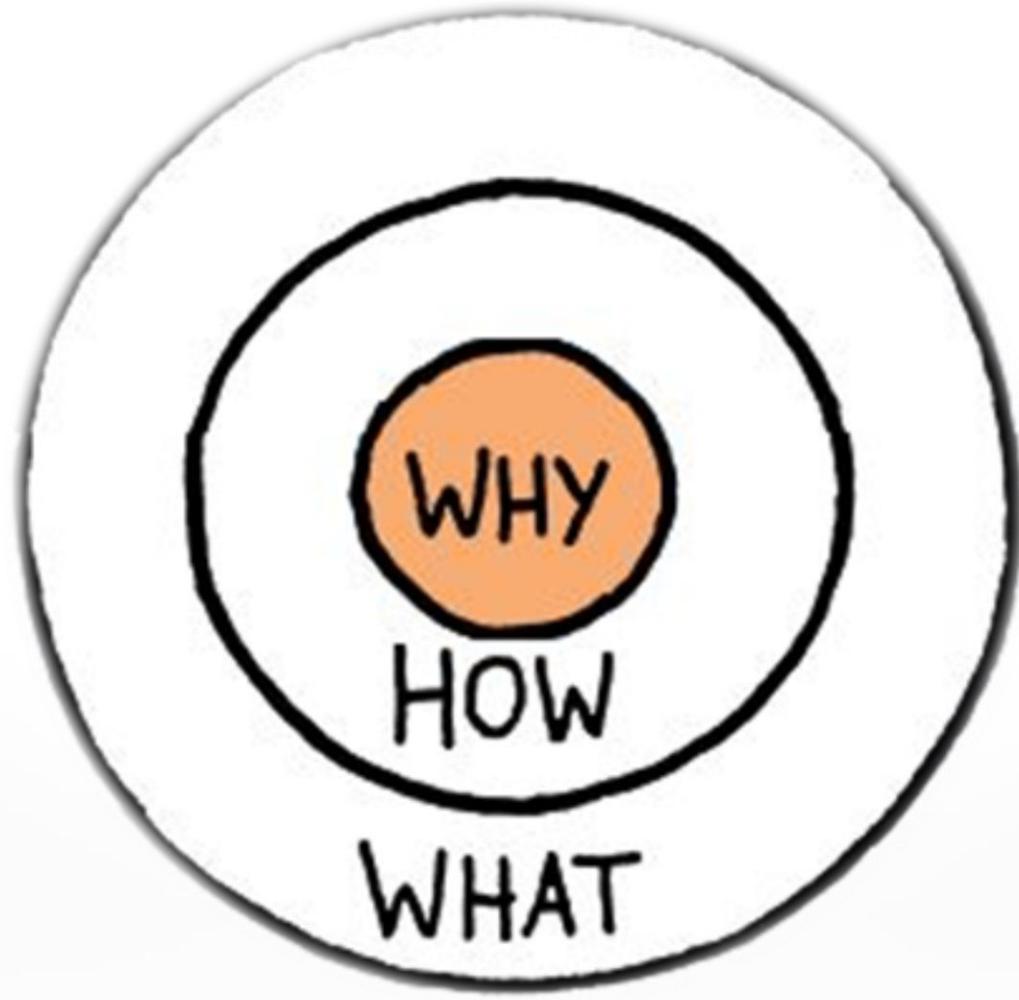
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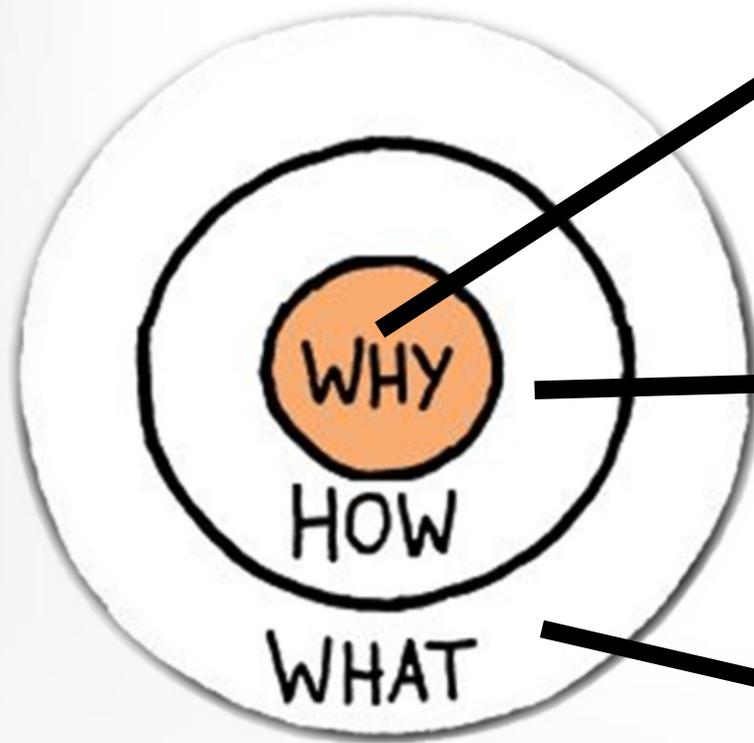
Two Approaches

- Process (100%)
- Or.....
- Process (80%)
- Do what you think is right (20%)

‘80% of our customers don’t care about the council as long as the streetlights work and their bins are emptied’

Do What You Think Is Right

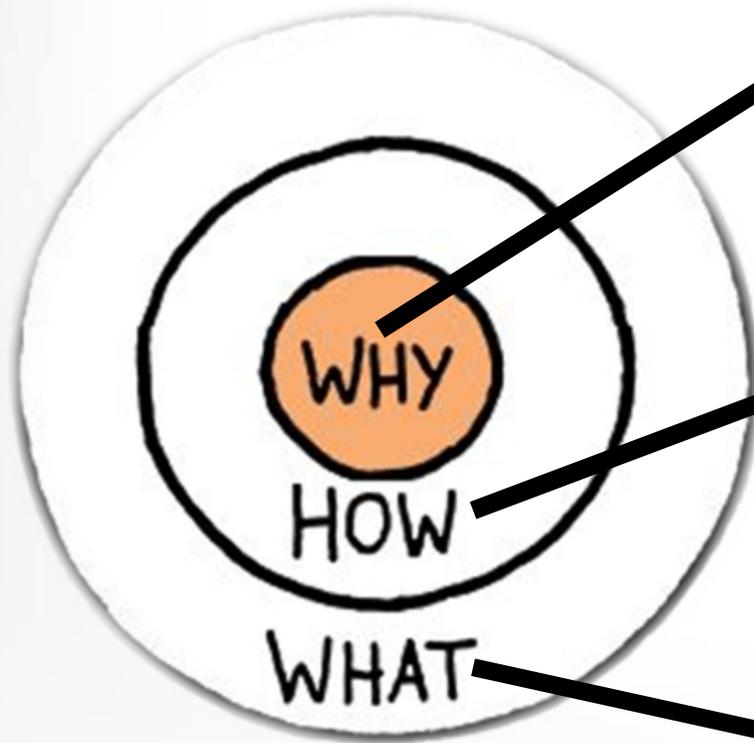




The Partnership's ultimate purpose is the happiness of all its members, through their worthwhile and satisfying employment in a successful business.

The Partnership aims to deal honestly with its customers and secure their loyalty and trust by providing outstanding choice, value and service.

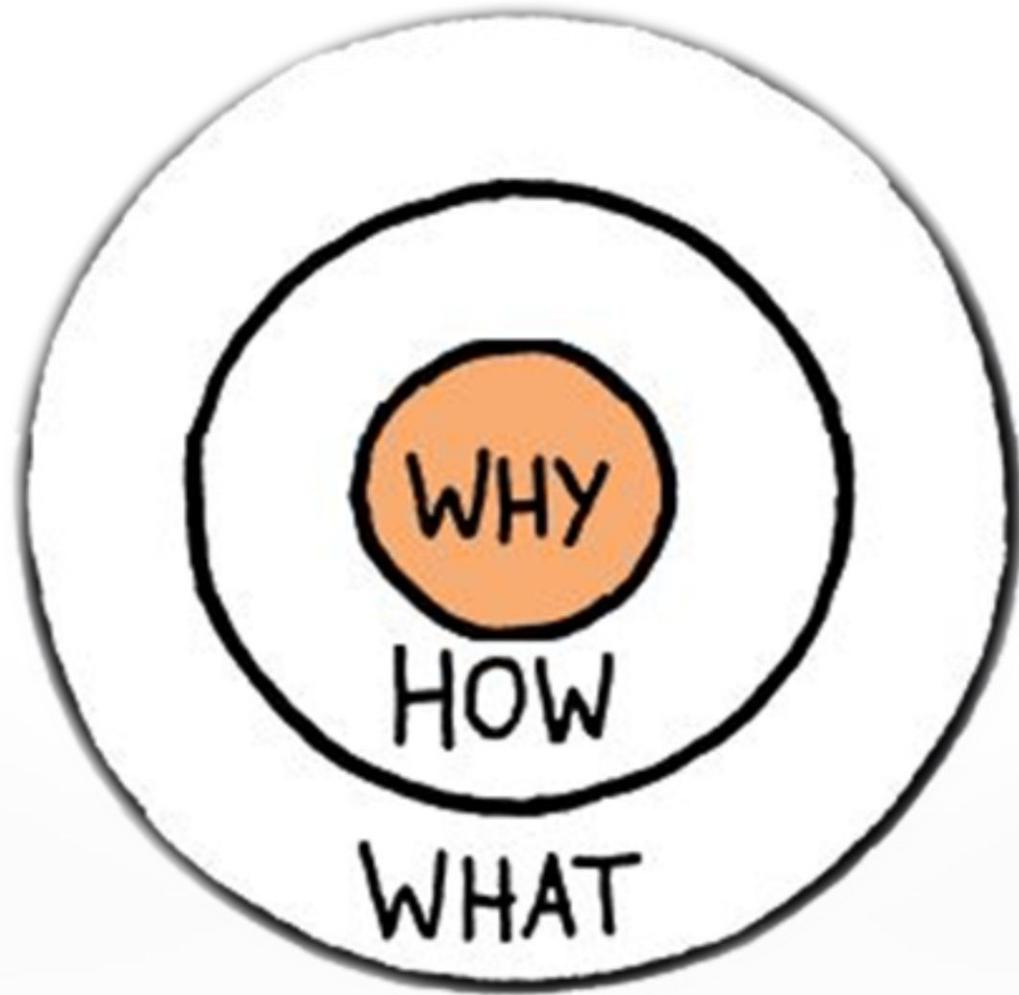
- We operate Department Stores
- We have a market leading website
- We have omni-channel capability
- We have specialist advisory services
- We sell insurance
- We supply home broadband



We're on a mission to make every second you spend with us awesome.

Our lovely staff make train travel something you actually look forward to; helping you to arrive relaxed, refreshed and ready for action.

- We run trains on both the East and West Coast main lines
- We have a punctuality record of....
- We have special offers on tickets
- We have First Class Lounges



Six Steps of Engagement

- **Define**
 - What the organisation wants to be in terms of personality and behaviour for both customers and employees – this definition created by the employees that have to deliver it
- **Measure**
 - Measure the outcomes of the desired behaviours to track progress and deliver improvement
- **Communicate**
 - Internal communications to regularly reinforce the personality and behaviours of the business
- **Lead**
 - Leadership focus to embed and develop the behaviours
- **Reward, recognition and appraisal**
 - Recognition and appraisal to report on behaviour, not just outcomes
- **Recruitment and Induction**
 - Based on the defined behaviours
 - Assessment centres
 - Competency interviews

**Welcome, Wanted,
Remembered, Cared For**

Two Elements

- What you do (management)
- The way you do it (leadership)

**Leadership is a performance.
You have to be conscious of your behaviour, because
everybody else is.**

**Mistakes are inevitable.
Dissatisfied customers are not**

Richard Branson



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