

**BATTERIES
INCLUDED!**

*Creating
Legendary
Customer
Service*

nigel may barlow

'Nigel Barlow's book is simply brilliant! Is there anything left to say about superior customer service? The answer is obviously a resounding "yes". This book proves it!' **Tom Peters**

**Creating
The Future
With Our
People**

**Nigel Barlow
Director
Service Legends Ltd**

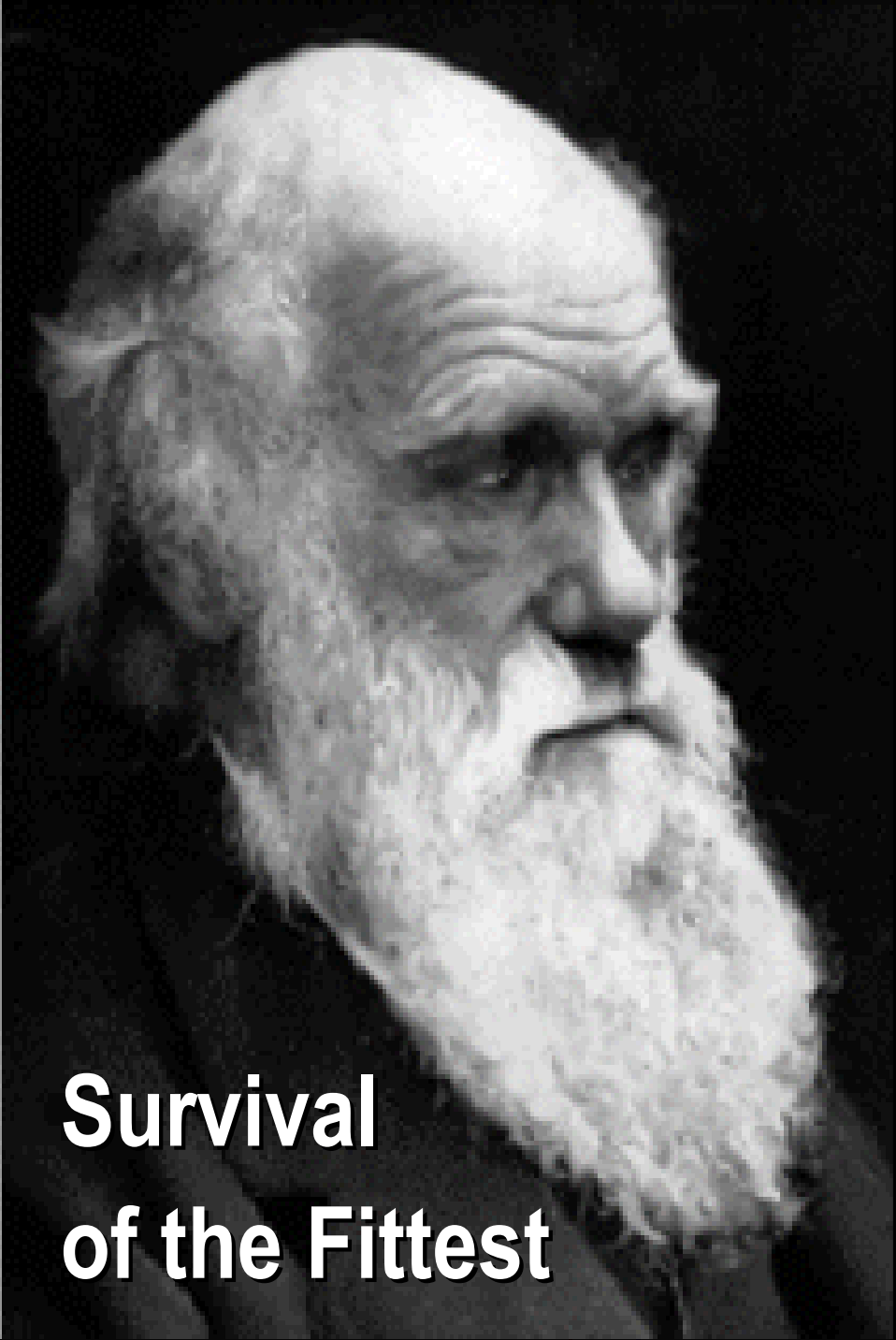
No More Clichés

“Tiresome and boring wholesale company seeks indolent people with a total lack of service-mindedness for a job that is completely without challenge. If you’re still interested, sit down. Have a cup of coffee. Relax. If you can be bothered, call.”

Advertisement in Sandefjord, Norway

Creating A Talented Future

- To make your organization more **attractive** for talent
- To **develop** the latent talent you already have



**Survival
of the Fittest**

+



**Survival
of the Sexiest**

Creating The Future – By Accident

A man from Last Chance, Texas, who was diagnosed with a fatal brain tumour decided to finish it quickly by shooting himself in the head. A friend found him lying in a pool of blood and called an ambulance.

Not only has he recovered from his injury, but doctors say that he will now lead a normal life, having shot the tumour right out of his brain.

The Week
27 April 2002

Talent Decides!

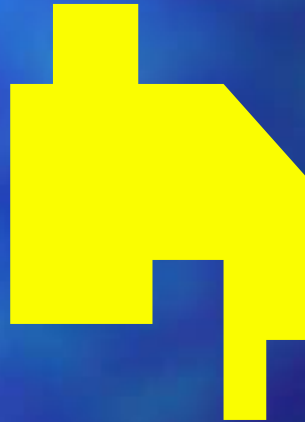
“It does not make sense to hire smart people and then tell them what to do. We hired smart people so that they could tell us what to do.”

Steve Jobs, Apple

Honesty With People

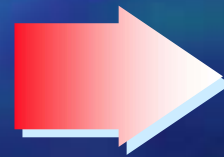
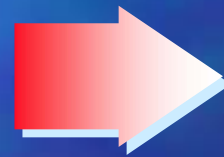
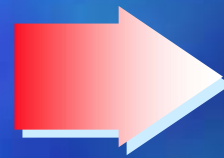
“The best long-term career prospect I can offer people in GE is challenging work that will enhance their value in the job market when the company no longer needs them.”

*Jack Welch
Former CEO, GE*



How Stereotypes Are Created

The Grid Of Experience



F
I
L
T
E
R
I
N
G



INPUT



People – Customers, Bosses, Future Employees – **Stereotype** **YOU** Because They ...

- Need very little ‘data’ to make their minds up
- Aren’t interested in ‘objectivity’
- Listen to and tell stories

**Your Brand Is A
HOLOGRAM!**

. . . and a Story

First Impressions Matter

“Seventy-nine per cent of all college students in the US say that even something as ‘trivial’ as the quality of a potential employer’s website is important when deciding to apply or not.”

Harvard Business Review, August 2003

1. Be Different – **SouthWest Airlines**

After lengthy deliberation at the highest executive level and extensive consultation with our legal department, we have arrived at an official response to Northwest airlines' claim to be the number one in customer satisfaction:

'Liar, liar – pants on fire!'

2. Make Your Business Aims 'Sexier'

Harley Davidson

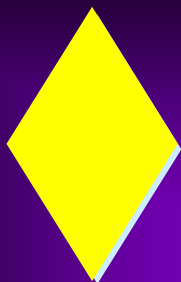
“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns and have people be afraid of him.”

*Ulrich, Zenger, Smallwood
'Results-Based Leadership' 1999*

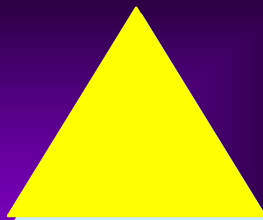
3. Recruit Virgins



1



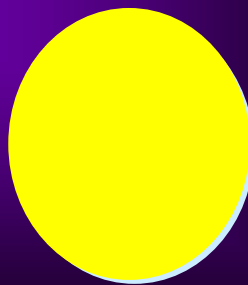
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Roles People Play



Developing People – All Time Top Seven

- 1 Manage by appreciation
- 2 TLC, not TVC!
- 3 Make it important and urgent
- 4 Lifelong learning –
(history and sausages)
- 5 What's your project?
- 6 Use your network –
it's (almost) infinite
- 7 Become a 'connoisseur' of talent

Talent – The Numbers

26.3 %

Annual hours in classroom
for US workers

40 %

Time spent on people issues
by Jeffrey Immelt, CEO, GE

X 10

“We value great people at 10 x
an average person.”

Jerry Yang, co-founder of Yahoo

90 %

Buying decisions made by women
in Australia

The Power Of Diversity

“Our business needs massive transfusions of talent. And talent, I believe, is most likely to be found among non-conformists, dissenters and rebels.”

David Ogilvy
Famed advertiser

Roles HR Plays

**Pair
Of
Hands**

Expert

**Thinking
Partner**

Wizard

Alchemist

Love What You Do –



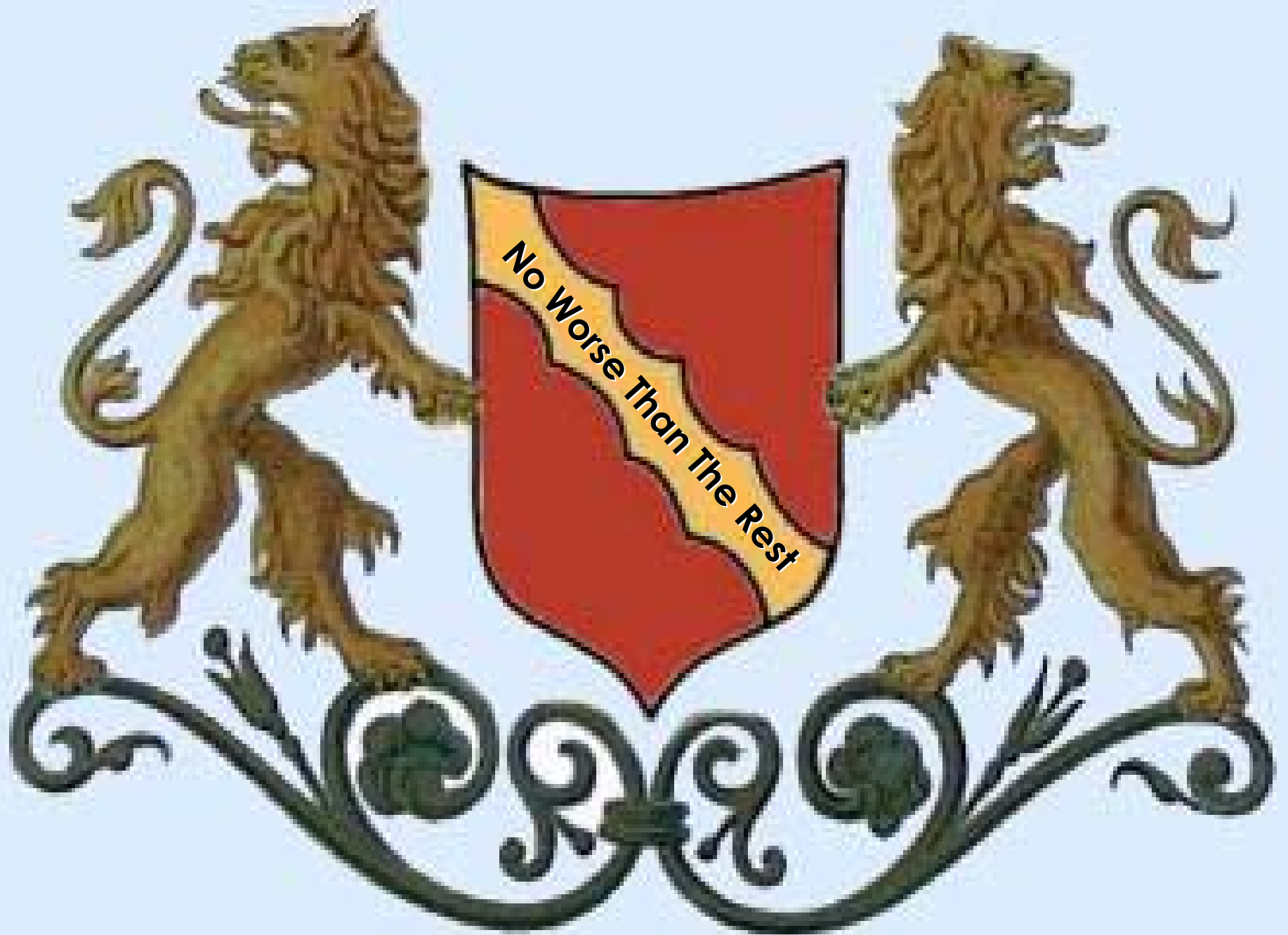
- Find an enthusiast
- Act 'as if'
- Have fun

Ron Replied:

'Tell him he's
Pele and send
him back on'







No Worse Than The Rest

Talent Lives Forever – Frank Sinatra's Comeback

“Being dead is a
lame excuse
for not touring.”

UK newspaper July 2003



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