

# Just Own It!

Strategies To Create Ownership At Every Level, To Get Profits At Every Turn!

## Make This Economy Start Working For You!

Welcome to the Trust & Value Economy, a new economy that calls for a new approach. A new approach to customer service, and a new approach to employee engagement. This is a relationship economy, an economy where the relationships you build with your employees is as critical as the relationships that you build with your customers.

In the Trust & Value Economy the path to profitability is through the customer experience, and the path to improving the customer experience begins with inspiring your team to step to the plate, take ownership and get passionate about driving results.

### 3 Strategies To Inspire Innovation & Growth

*Getting your team to fully engage in this economy is your key to competitive advantage*

**Trust** - *Employees build trust through information.*

**Transparency** – be open with your team about challenges, opportunities, and your overall goals.

**Clarity** – then together, clarify their role, and how they can best help your business succeed.

**Ownership** – *Employees support what they help create*

**Voice** – provide opportunities for your employees to be heard, share ideas, and give you feedback

**Responsibility** – then give them skin in the game; take action on their ideas

**Performance** – *Employees engage with time and attention*

**Accountability** – meet with your employees to understand what they do, where they struggle

**Support** – invest in helping their gain skills, acquire tools and access resources for success

### 4 Strategies To Win In The Trust & Value Economy

**Embrace Reality** – This economy is not down, it is different. This is a new economy, and one that calls for a new approach to leadership and organizational change. Invest in learning about the new economy, the impact it has on your customers and your employees, and what you can do to get this economy to start working for you.

**Pull Don't Push** – In this economy you need to attract the business before you ask for the business. Pull, don't push, clients to want to do business with you by building your reputation, word-of-mouth promotion, and online presence.

**Plug Into Connection** – Invest in your customers before you ask them to invest in you. Slow down, ask questions, listen and let your customers know they matter, before you ask for their business.

**Proactively Add Value** – Listen when your customers share their goals, their dreams and their challenges. Take action by matching your products and services to their goals and you will proactively add value to every customer's experience.

***Success in this economy is simply a choice! A choice to fully engage your team, a choice to enhance your client's experience, and a choice to make this economy start working for you!***