

Remarkable is the new normal

a workbook from Ian Berry

**Disruption x Differentiation + Discovery x Drive + Delivery x Distinction + Differencemaking
= a Distinguished 21st century business.**



Executive Summary

Become remarkable in 7 areas to distinguish your business from everyone else, and you'll thrive on the challenges of change.

Disrupt Yourself.

Discovery: help people to unleash and enhance their gifts.

Drive: help people to achieve their intrinsic motivators.

Differentiation: who your people are and what they do that's better, different, or more unique.

Delivery: creating, capturing and delivering value to all your stakeholders in ways that are difficult to emulate..

Distinction: how your customers/clients experience online and in person makes you stand out from the crowd.

Differencemaking: the human problem/s your business solves.

Contained herein are 31 crucial questions to answer and act on in your own best way so that you can move from where you are to where you want to be.

This workbook is one of a collection of complimentary courses. You'll find them all at <http://www.ianberry.biz/complimentary-courses/>

Be remarkable.

Ian

Please complete the following pulse check

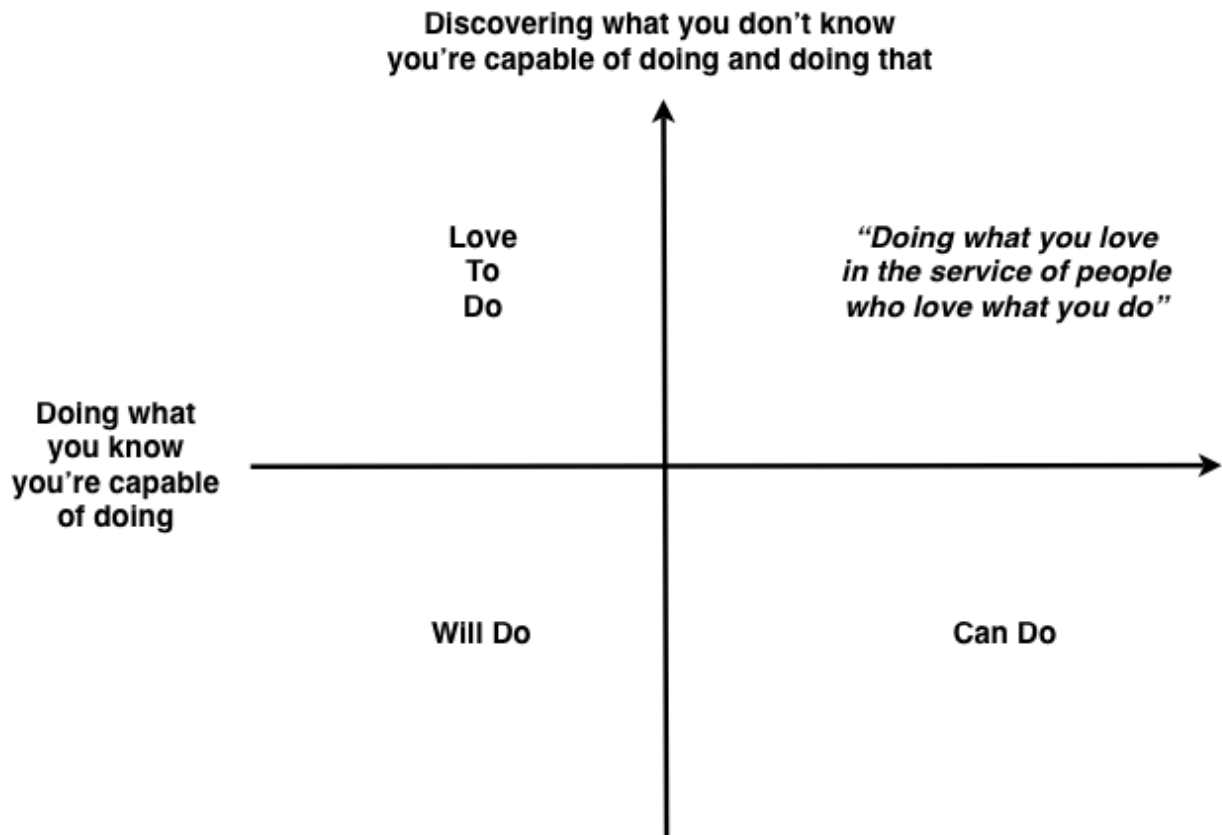
How remarkable are You?

Please place an X where **you** are now and a ✓ where **you** believe **you** need to move to

	Good i.e. basic standards of performance are being achieved	Great i.e. above average; better than basic	Remarkable (conspicuously extraordinary)
Disruption I am willing to disrupt and change myself.			
Differentiation Our people do what others do just better, differently or more uniquely.			
Discovery Our people know their gifts/talents and we are helping them to enhance them.			
Drive We help our people achieve what is important to them.			
Delivery We deliver value to our stakeholders that they demand, desire, and feel that they deserve.			
Distinction The experience of our customers/clients online and in-person is one way we stand out.			
Differencemaking We know the human problems our business solves and why this really matters to us and to those we serve.			

Disruption

Where are you at on the following journey?



with thanks to Steven Farber

In what areas of your life and work are you not doing what you know you're capable of doing?

What are you going to do about it? How will you better compete with yourself?

Discovery

Seeing people as they can be is the first step to helping people to discover their unique gifts/talents.

My You're Special story illustrates how we should see and treat people.

Please view it at <http://youtu.be/4VKo9cshD1w>

What is special about you? What do you love to do that you are good at?

What is special about each and everyone of your employees? What do they love to do that they are good at?

How much of what your people love to do, and that they are good at, is being brought to their work? How could you increase this?

What processes (and policies, procedures, practices, and systems) would you need to have in place to ensure that you and your people are continually enhancing what you love to do and are good at?

Drive

A key way to help people to grow is by helping them to fulfill their deepest desires.

In a brilliant book *Drive - the surprising truth about what motivates us*, Daniel Pink says we have three intrinsic motivators:

“Autonomy: the urge to direct our own lives

Mastery: the desire to get better and better at something that matters

Purpose: the yearning to do what we do in the service of something larger than ourselves”

If **you** are not helping **your** employees to reach these reasons for being I can guarantee that **your** business results are significantly less than what’s possible and that **you** are guilty of what Daniel says *“there is a mismatch between what science knows and business does.”*

What would you need to do to give your employees more autonomy?

What would they need to do?

How does accountability work in your business? What do you and your employees do for each other that would likely increase personal accountability?

What are you doing to help your employees get better at something that matters to them?

What more could you do?

Why are you in business? (remember profit is not a reason, rather a result of being good at business)

Understanding our why is often not easy. I recommend watching Simon Sinek's talk about this and/or reading his book Start With Why.

Please watch at <http://youtu.be/sioZd3AxmnE>

What is your deep reason for being in business?

How well are the deeper reasons for living of your employees aligned with your reason for being in business?

Differentiation

To guarantee success in business today and tomorrow we must provide a distinct customer/client experience for people in a niche or niches otherwise we have a commodity product/service and we will always be competing against the masses on price.

To reach distinction begins with understanding differentiation and therefore strategic positioning that comes from doing/providing what no-one else is, which is very hard to do, or it comes from doing/providing what someone else is, just better, differently or more uniquely. Therefore differentiation, really standing out, all comes down to our people.

The writer of ZAG - the #1 strategy of high-performance brands Marty Neumeier argues strongly that our differentiation must be radical. I couldn't agree more.

To be radically different means we must first, in my view, eliminate the BS about people that is permeating our workplaces. See my personal manifesto (BS Free Workplaces) about this at <https://www.slideshare.net/ianberry/bs-free-workplacesianberry>

The status quo, normal, is about seeing and treating people as numbers, overheads, expenses, resources, assets, or capital. I think this is absolute BS.

To eradicate this BS we must see and treat people as the one-of-a-kind that each of is.

Key questions to ask and answer about your differentiation

What are you and your people not doing that you know you're capable of that would really make a difference to yourselves and your customers/clients?

What is it that you and your people have never done that if you did would make a radical difference to your customers/clients and to your business results?

Delivery

We are all regardless of our product/s/service/s in the business of delivering value to all our stakeholders, value that they demand, desire, and feel that they deserve.

If you don't know what value each of your stakeholders wants **you** had better ask them and quickly because if **you** don't know or wait too long to find out **your** business is on the slippery slope to extinction rather than distinction!

What Employees Really Want From Employers

(from my research over the past two decades)

- ✓ Appreciation. The eminent psychologist William James observed: "The deepest craving of human nature is the need to be appreciated."
- ✓ To be held to account via regular, constructive performance feedforward and feedback
- ✓ Autonomy
- ✓ Opportunity to master something
- ✓ Role satisfaction
- ✓ A feeling that their work contributes to a higher purpose
- ✓ Knowing that their work is helping them to achieve their aspirations
- ✓ Open, regular, truthful, information gathering and sharing
- ✓ Remuneration perceived to be at least equal to effort
- ✓ Trust and trustworthiness
- ✓ Happy and healthy working environment
- ✓ Fairness in all dealings
- ✓ Flexibility
- ✓ Hope for the future

How well are you providing your employees with the above?

How can you do better?

Would you add anything to my list?

What Employees Really Want From Each Other

(from my research over the past two decades)

- ✓ Goal and strategy alignment
- ✓ Promises kept
- ✓ Open communication
- ✓ Understanding of personal needs
- ✓ Trust, trustworthiness, and confidence
- ✓ Appreciation, support and encouragement
- ✓ Authenticity
- ✓ Sense of family
- ✓ Acceptance of the merit of ideas
- ✓ Mutual respect

How well are your employees providing each other with the above?

How can your employees do better?

Would your employees add anything to my list?

What customers/clients really want

Geoffrey James has sold and written hundreds of features, articles and columns for many publications including Wired, Men's Health, Business 2.0, SellingPower, Brand World, Computer Gaming World, CIO, The New York Times.

Geoffrey believes all customers want the same 12 things, regardless of who they are, who is selling to them or what they're buying.

In my work over the past 25 years I would concur with every one of these.

1. They want to feel important.
2. They want to be appreciated.
3. They want you to stop talking about yourself.
4. They want you to stop talking about your firm.
5. They want you to truly listen.
6. They want to be understood.
7. They want to teach YOU something.

8. They want and need your help.
9. They want to buy something.
10. They want you to delight and surprise them.
11. They want to pretend they make logical decisions.
12. They want success and happiness.

On a scale of 1 - 10 with 10 being remarkable how well are you delivering on the above 12?

How can you and your employees do better?

Would you add anything to Geoffrey's list?

Distinction

How we deliver value is the art of providing a distinctive customer/client experience.

It's about doing things everyday that amaze **you** and **your** customers/clients.

Here is sparkenation 51 from my Changing What's Normal book to help you (sparkenation - a spark that ignites passion that leads to action that changes what's normal). If you don't yet have this book you can download it as a gift at [Gifts](#)

Normal

"Good service is what is expected. It is normal. The whole experience is what matters now. Because we now have so many choices, as soon as we don't enjoy the experience, we go somewhere else.

I had to get up at 3.30 am on 31st March 2011 in order to catch a flight in Auckland New Zealand so that I could make a meeting in Melbourne Australia, so the night before I had an early dinner at Vapor's Holiday Inn near Auckland Airport. Helen who served me did a great job and I told her so and also mentioned her name when I filled out the service questionnaire that is left on everyone's table.

When I got to the airport Virgin Pacific's computers were down. All their staff were great and handled a manual check-in well and we left on time. Great service costs nothing except a little effort!

What Helen from Holiday Inn and the folk at Virgin Pacific did is normal and nothing whatsoever out of the ordinary.

Changing What's Normal

Wooing and wowing, however, is an entirely different matter and it is not yet normal.

The concept of wooing and wowing comes from my colleague and mentor Paul Dunn who is known internationally as 'The Wizard of Wow.'

On the following page are some of my thoughts on what woos and what wows:

Wooring is when

- ✓ a taxi driver you have never met before asks great questions about your travel habits and, on finding out that you travel regularly, offers to pick you up and provide you with a personal service
- ✓ a coffee shop owner introduces themselves and gets your name and shows, through conversation and actions, that they genuinely care about you
- ✓ a hotel owner takes times out to find out who you are and what you do and how they can help
- ✓ a concierge person gives you insight you didn't ask for that enhances your experience
- ✓ a colleague refers you to one of their major clients without you asking them
- ✓ a friend remembers things that are important to you
- ✓ a boss goes out of his/her way to find out about your family
- ✓ a train conductor asks great questions about your travel

Wowing is when

- ✓ the taxi driver who offered personal service actually delivers it
- ✓ the coffee shop owner remembers your name next time you visit and continues the conversation you were having last time
- ✓ the hotel owner actually helps you in what you do
- ✓ the same concierge person remembers your name and how they helped you last time when you return a year later
- ✓ your colleague actually goes with you to meet their client
- ✓ that same friend surprises you with a memento months later about what is important to you
- ✓ your boss does something kind for your family without any expectation of getting something back
- ✓ the same train conductor picks up where they left off the next time they see you

What are you and your people doing in your business that is wooring and wowing each other and your customers/clients?

Do your employees and your customers/clients feel woored and wowed by you?

What are the stories your customers/clients are telling others about you?

Long ago people at Proctor & Gamble identified moments of truth in the customer experience, FMOT (first moment of truth) is just before the customer buys and SMOT (second moment of truth) is when the customer first begins to experience what they have bought.

In 2011 Google identified ZMOT (zero moment of truth) the crucial moment that happens before we buy. I recommend downloading Jim Lecinski's ebook and other resources at <http://www.zeromomentoftruth.com>

In The End of Business As Usual Brian Solis introduces UMOT (ultimate moment of truth) which is when customers share their experiences with others.
<http://www.amazon.com/End-Business-As-Usual-Revolution/dp/1118077555>

All these moments of truth matter in **your** business today.

How could you be more distinctive in the hearts and minds of your customers/clients in these four moments of truth?

Differencemaking

In my business I solve the human problem that most people don't yet know they're remarkable or they've forgotten they're remarkable.

This of course has massive implications for well-being, productivity, and the prosperity of **your** business and society, let alone the ability for **your** business to solve the problem that is **your** purpose.

What human problems do your products/services solve?

Is there a human problem in your neighbourhood/community, in the worlds of your customers/clients that your business could solve, if you really embraced innovation (changing what's normal) in your business?

Possible Next Steps

There are more complimentary courses at <http://www.ianberry.biz/complimentary-courses/>

Should you like some help in implementing what you've heard yourself say to yourself while exploring this workbook check out how we can work together at <http://www.ianberry.biz/working-together/> and then give me a call on +61 418 807 898.



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