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SPECIAL REPORT

TEAMS THAT TRUST

How To Make Staff And
Customers Fiercely Loyal To You...
Instead Of Your Competitors

The **Meeting Guy**

The Art And Science Of Meetings - since 1995

TEAMS THAT TRUST: How To Make Staff And Customers Fiercely Loyal To You... Instead Of Your Competitors by The Meeting Guy

To put it simply, without customer and staff loyalty, you die. This is true for business management, customers, nonprofit staff and nonprofit membership as well.

Your valued customers, membership and professional staff are prone to abandon your brand, prone to flee, to stop their monthly donations, all on a whim. They will be **GONE** into the abyss before you know it, unless you take ACTION and stay a step ahead of that curve.

This Special Report outlines how to prevent flight, or when it occurs, how to reengage the loyalty of those special people who after all, we work for...

Please ask yourself this question:

“What is the number one challenge your organization faces, right now?”

When we ask our clients that question, they frequently answer in two distinct waves.

During the first wave, we have a lively conversation about operational challenges.

During the second wave (which often includes grueling inquiry and self-reflection) we'll get to the root-causes of turmoil, which predominantly come down to two conditions:

- 1) Trust, or lack of trust
- 2) Communication, or lack of communication

In your place of business, healthy Trust and Communication is dependent on the volume and quality of resources you devote to those areas. Simple, right? However, you and the decision-makers at your workplace must face this sad fact: Healthy, productive Trust and Communication are influenced (usually restricted) by basic human emotions such as fear, ego, protectionism, and greed.

As soon as you realize and accept that fact, you open a big beautiful door towards more health, more choice, and ultimately more **TRUST** from your customers, membership, and staff. However, when you fail to realize and accept that fact, you essentially surrender to the status quo: Your organization becomes the victim of its own human resources, essentially powerless and repeating the same negative patterns over and over.

Enter: **The Meeting Guy!** Our facilitators teach your valuable staff to use and build Trust and Communication tools. You'll learn to counter-balance the cycles of negativity commonly encountered by real people facing real challenges at work. Building high



quality Communication and Trust creates the environment for powerful **LOYALTY**, and Loyalty is the game-changer for this day in age.

But how can you tell when you're on a **Team That Trusts**? How can you tell if loyalty is really present? Or absent? What does that look like?

Please read on for some answers....

You want your customers and staff to stick with you all the way, even when facing steep changes and market disruptions. This is tricky business, right? Healthy Trust and Communication skills are non-quantifiable, difficult to measure, and challenging to notice.

Even so, these skills are the MOST POWERFUL tools your organization can use. These are in fact, cultural differentiators... aspects of your organization's culture that will set you apart from your competition. And in the end, they make all the difference.

Every day, you and your organization are haunted by challenging competitors, changing market conditions, and foggy perceptions of membership and customers. It's often tempting to hide out, to be content with what you have, right now. Things are working, right? It feels good to fall asleep....

Sound familiar? When you and your organization fail to focus on Trust and Communication, things get murky, fast. Loyalty can erode. With less Trust and Loyalty from staff and customers, your organization is essentially cast away, set adrift, and becomes dangerously vulnerable.

The Meeting Guy can help you wake up and save the day! You will learn how to generate **Teams That Trust**, where loyalty is vital, alive, and less vulnerable to challenges.

Do you want to experience a rare competitive advantage? Start building the skills of healthy, productive Trust and Communication. You will find that your loyal staff, customers, membership and management is, in fact, the highest prize: Turn the corner, get ahead of the curve, and start to build a lasting **Team That Trusts**.

OK, sounds good right..... **but how do you do this?**

Here is an example exercise to help build a **Team That Trusts**:

Step One: Identify a person that you work with and whom you have a high-trust relationship. Then, record your first impressions to these four questions:

1. What is it like to work with this person?
2. What is it like to communicate with this person?
3. How fast can you get things done?
4. What kind of results are you able to achieve?

Step Two: Identify a second person that you work with and with whom you have a low-trust relationship (or with whom the trust-level is not where you want it to be.) Record your first impressions for those same questions.

Step Three: Describe the difference in these relationships, by answering these two questions:

1. What did you discover?
2. Do you think you could put a financial price tag on that difference?

You may be surprised at the high value of Trust.

Three Core Cases for Teams That Trust:

1) **There is a business case for Trust**

Trust is an economic driver, not merely a social virtue. Trust affects two measurable outcomes: Speed and Cost. When trust goes down, speed goes down and cost goes up. We call this the Low-Trust Tax. A good example of the business impacts of Low Trust Tax can be found by looking at what happened with airline travel after 9/11. Luckily, we also work with what we call the High-Trust Dividend: When trust goes up, speed goes up and cost goes down. The profitable economics of trust were studied in the Watson Wyatt/ Human Capital study: *High trust organizations outperform low trust organizations by 286% in Total Return to Shareholders.*

2) **There is a leadership case for trust**

Trust is the #1 competency of leadership needed today. You can't collaborate with people you can't trust. Trust makes you better in every other competency you need to have as a leader. Trust is the one thing that changes everything. It is the foundation of leadership. As Warren Bennis wrote: "Leadership without mutual trust is a contradiction in terms."

3) **Trust is a learnable competency.**

Trust starts first and foremost with the inner self. The Meeting Guy works with senior leadership to provide exercises which challenge the inner ego and strengthen our participants sense of inner Trust. High self-trust then ripples out to relationship trust, then organizational trust, then market (or membership) trust, and finally to social trust and ultimately, social responsibility. In this way, the effect of trust becomes cumulative and exponential.

When you want to transform something, you start from the inside and move out. It is vital to start with self-trust. And the key principle behind self-trust is Communication.

High Level Communication Skills are the foundation on which all trust is built.. When you start from Trust and Communication, everything else takes root.

Four Inner Quality of Loyalty:

Loyalty is inextricably connected to successful organizations, and successful leadership. And, every leader has a different style. Some lead with their eccentric, charismatic selves on full, charming display. Other leaders bear no banners and sound no trumpets. What is YOUR leadership style, as it relates to **Loyalty**?

Loyalty: The Inner qualities:

These **Four Core Loyalty Qualities** remain constant among all types of organizations, staff, customers and membership:

1. **Positive attitude.** Leaders know they can alter their lives, the lives of those they work with, and their organizations by altering their attitudes. Self-discipline, a sense of security and confidence blossom in the presence of a positive attitude.
2. **Unwavering commitment.** No great leader has ever lacked commitment. True commitment requires and inspires courage, passion, focus, initiative and responsibility.
3. **Communication.** If knowledge sharing is important, knowledge listening is essential! As President Woodrow Wilson said, "The ear of the leader must ring with the voices of the people."
4. **Interest in others.** The best leaders thrive on helping others achieve their personal best; Leaders who seek to promote the highest good for all, rather than their own personal glory, inspire tangible **TRUST**.

Four Core Principles of Communication:

1. **Integrity** – Integrity in Communication includes honesty, truthfulness, congruence, humility, and courage. A true test for integrity is how you behave when there is a cost or consequence.
2. **Intent** – Intent in Communication includes your motives, agenda and the behavior that follows. A test of your intent is to see how you care about the people you are serving. Be transparent in your relationships. It matters to show your intent.
3. **Capabilities** – Capabilities in Communication include your capacity to describe, expectations of self and other. Are you asking too much of yourself on purpose? Are you asking too little of yourself? What do you expect from your peers? Etc. This is all about your capacity to produce results. Test yourself by asking: Is what I'm saying accurate and relevant? Am I improving my Communication skills?
4. **Results** – Results in Communication are one of the prime variables to pay attention to. The Meeting Guy has often been heard to say: "The results of your Communication are the response it elicits." Or, basically, how is your communication landing? What's your track record for getting results? People



evaluate your results/performance on three key indicators: past performance, current performance, and anticipated performance.

Then.... AskThe Key Question:

Of the Four Core Principles of Communication, choose one you feel is most likely to help you improve the effectiveness of your Communication. Then ask this question:

How might improving this (Core of Communication) help you increase Trust in your business relationships and your personal relationships?

Your answers to that question will likely be very similar to the answers provided by your staff, and customers.

Next Steps:

Contact us today for a **FREE 30 Minute Jump Start! Session** with The Meeting Guy to discuss our Loyalty Building process

And now for a small introduction to our Founder, David Ferrera:

David Ferrera is owner of The Meeting Guy and runs the group process facilitation services of our organization. He specializes in attaining productive agreements for dysfunctional work groups. For over fifteen years, David has planned strategic retreats, helped build coalitions around sensitive subjects, and delivered meetings that focus on communication, integrity, and results. He works with a variety of clients, including corporate executives, nonprofit boards, large sales teams and small public interest groups.

David Ferrera – The Meeting Guy.
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SPECIAL BONUS

Loyalty has never been more challenging. Trust is at an all-time low and demand for results at an all-time high. Busy leaders caught in this crossfire too often abandon leading and default to driving their people. The results are disastrous: costly turnover, employee disengagement, declining profits.

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No matter what role you will fulfill or are now fulfilling, here are ten questions to ask yourself when taking on **Building Customer and Staff Loyalty**:

1. How well do I know myself? The most effective leaders are in touch with whom they are and how they feel—especially during the important transition time into a new position.
2. How flexible am I? Moving into a loyalty role can be a huge stretch...how can you avoid “pulling” something?
3. How do I handle failure? Good leaders fail frequently. Rather than viewing failure as a shame and a negative, it’s best to see it as a valuable learning tool.
4. Do I have a victim mentality? True leaders look not to blame staff or bosses for any given situation but to take responsibility.
5. How’s my work/life balance? Being out of balance in either direction makes for less potent leading.
6. What do I model? Your actions will be seen by those you lead as “what it takes to be successful.”
7. How committed am I to learning? Leaders are always striving to learn, grow and improve.
8. How much of a people-pleaser am I? Leaders have to make decisions that might make some people unhappy. This can be rough if you’re the type that wants to make everyone happy all the time.
9. How confident am I? Confident leaders don’t have to micromanage, and they inspire others to have confidence in themselves.
10. Why am I interested in being a leader? Consider “interviewing” people who are currently leaders in your company/field about what they like and don’t about their loyalty role. You may hear things you hadn’t considered.

What are three areas that stand out in your mind that you need to work on? List them:

- 1.
- 2.
- 3.

What are your next steps of action you need to take to accomplish and achieve your goals for loyalty?

- 1.
- 2.
- 3.

Thank you for reading this Special Report from The Meeting Guy.

And now... Onward to Greatness!

The Meeting Guy
David Ferrera