

coloring

outsider

the lines[®]

with
Jeff Tobe, CSP

COST

VS.

VALUE



Your job is to increase the value so it is a **BIGGER** issue than the cost of doing what you are asking them to do!

We have to constantly check with our “customer” to see what is it that will increase the value **SPECIFIC** to you **AT THIS VERY MOMENT!**

"From every challenge comes an opportunity"

- **Give yourself an A.S.K. (Alternative Solution Kick)**

- **Shatter the stereotype of the EXPERIENCE your “customer” expects to have with you!**

1+1=3

The Gorilla Story

This story starts with a cage containing five gorillas and a large bunch of bananas hanging above some stairs in the center of the cage. Before long, a gorilla goes to the stairs and starts to climb toward the bananas. As soon as he touches the stairs, all the gorillas are sprayed with cold water. After a while, another gorilla makes an attempt and gets the same result—all the gorillas are sprayed with cold water. Every time a gorilla attempts to retrieve the bananas, the others are sprayed. Eventually, they quit trying and leave the bananas alone.

One of the original gorillas is removed from the cage and replaced with a new one. The new gorilla sees the bananas and starts to climb the stairs. To his horror, all the other gorillas attack him. After another attempt and attack, he knows that if he tries to climb the stairs he will be assaulted. Next, the second of the original five gorillas is replaced with a new one. The newcomer goes to the stairs and is attacked. The previous newcomer takes part in the punishment with enthusiasm.

Next the third original gorilla is replaced with a new one. The new one goes for the stairs and is attacked as well. Two of the four gorillas that beat him have no idea why they were not permitted to climb the stairs or why they are participating in the beating of the newest gorilla.

After the fourth and fifth original gorillas have been replaced, all the gorillas that were sprayed with cold water are gone. Nevertheless, no gorilla will ever again approach the stairs. Why not?

The background of the slide is a close-up, slightly blurred image of numerous coins of various colors and denominations, including silver, gold, and copper, scattered across the surface.

In every business globally

PERSPECTIVE IS EVERYTHING!

There are only two sides to the coin...

Managing the business

and

Creating value for the customer

In every business globally...

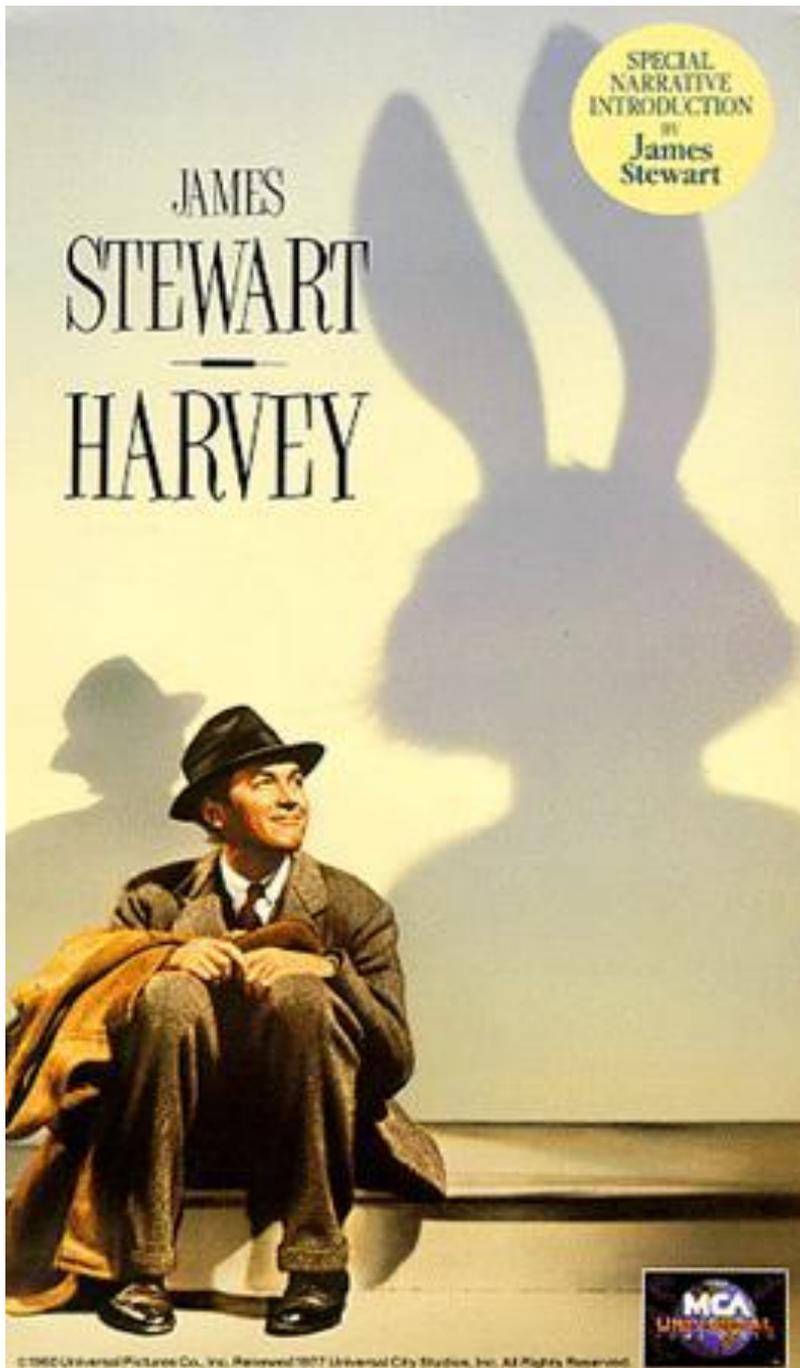
PERSPECTIVE IS EVERYTHING!

There are only two sides to the coin...

You are either customer-facing

or

*You support someone who is
customer-facing*



The

“Harvey Principle”

(Coloring Outside the Lines: Business

Thoughts on Creativity, Marketing and Sales)

Learn to see invisible opportunities where everyone else sees only visible limitations.

Jeff Tobe

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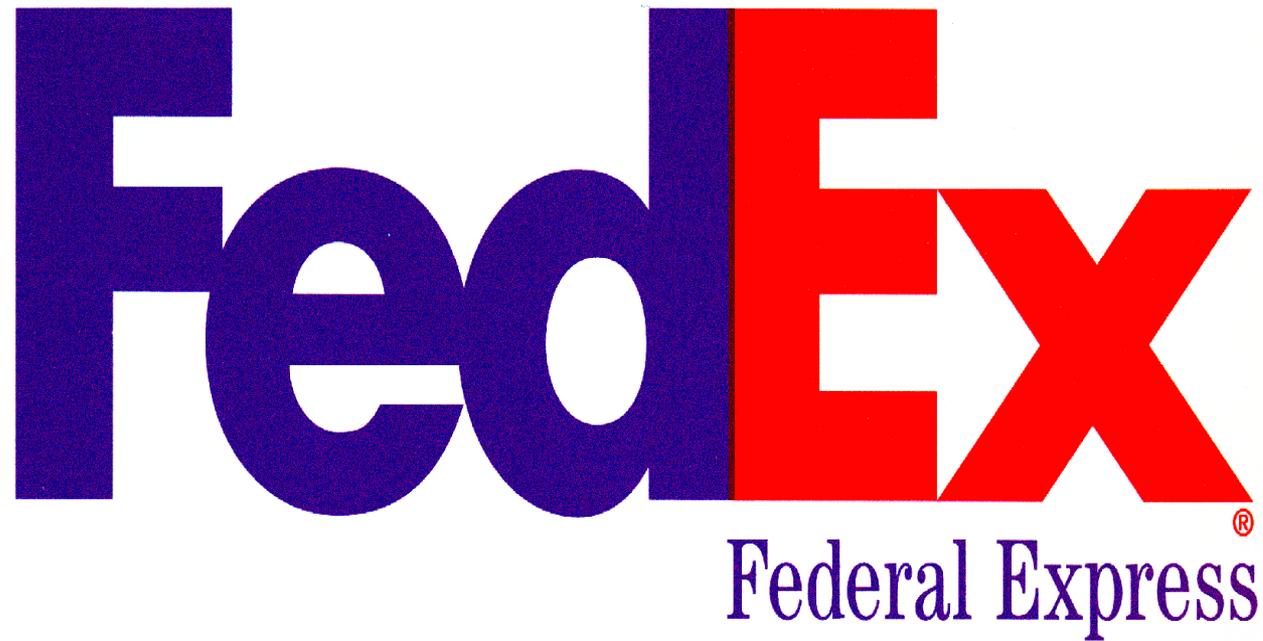
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**From every challenge
comes an opportunity!**

perspective



Learn to see invisible
opportunities where others
may see visible limitations



5

symptoms of

G.P.I.D.S.

internal myopia
ostrich syndrome
pyscho-sclerosis
feedback immunity
expertitis

It's all about the "experience"

L.L.Bean



FOUR SEASONS
Hotels and Resorts



The image features a dramatic sky with scattered white clouds against a blue background. In the foreground, two large, dark, rounded rocks are positioned on either side of the center. A person's silhouette is captured mid-jump, leaping from the left rock towards the right rock. Another person's silhouette is partially visible on the right edge, appearing to be on the right rock. The overall scene conveys a sense of transition and achievement.

*Customer
Service*

Satisfied
Customers

*Customer
EXPERIENCE*

Loyal/Engaged
Customers



Mama Leone's Pizza

Mama Leone's Pizza
Mama Leone's Pizza

Mama Leone's Pizza
Mama Leone's Pizza

What is the...

*(fill in the name of your
organization here)*

EXPERIENCE???

What is the...

(YOUR NAME HERE)

EXPERIENCE???

**Every transaction cannot NOT be
an experience for the customer!**

**How *RANDOM* or how
MANAGED is the experience
you are delivering?**

**Are the vast majority of geoprofessionals delivering
experiences without ever thinking about the big
picture?**

3. Customer Engagement

Move from impressions or input to involvement.

- *VOC initiatives, survey types and multiple listening posts*
- *Customer visits, venues and forums*
- *Turning touch points into dialogues (“Anticipate Moments”)*



WACHOVIA



LEXUS



Stoner



Consider YOUR touch points



Radio Station WIIFM...

1. To be listened to

1) What effect...?

Radio Station WIIFM...

1. To be listened to
2. To be understood

3) **WHAT IF...?**

Listen to your environment for whispers of opportunity!

Listen with
your ears
your eyes
and your
heart!



*Shattering the stereotype is all about communicating in a way in which
they WANT to be communicated to!*

Personality Profiles

Extrovert

I S F P

**Duty
Fulfillers**

Dominant

Nurturers

Inspirers

Visionaries

Guardian

Introvert

Influencer

Care Givers

E N T J

Lady Bug

Conscientious

Thinkers

Pill Bug

Man



Killer Key 1998-2001

Woman



Then there are those pesky GENERATIONS!!



**8% “Traditionals”
Graduated Before 1964**



**39.9% Baby Boomers
Graduated 1964-1982**

**35.7% Gen “X”
Graduated 1983-1998**

**15.9% Gen “Y”
Graduated after 1998**



Ambiguity

IS

Reality

SYNOVUS' BANK

100% responsibility for YOUR
customer touch points

means **0** excuses for the “FUTURE”

MUTUAL ACCOUNTABILITY...

*Working toward common
goals, and sharing ownership
for results, attitudes,
consequences and behaviors*

Need to exercise our "risk muscles"



*“Coloring Outside the Lines is
scary business...”*

www.jefftobe.com

1-412-759-5319

jeff@jefftobe.com



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scary business...”*



Copy of my Poem

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