

## **Tips for Innovative Meetings/ Events (T.I.M.E.)**

**TOPIC: American (and Customer) Values**

**July 2000**

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**U.S. Library of Congress ISSN: 1539-1833**

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### **INTRODUCTION**

Happy 4<sup>th</sup> of July!!

Tomorrow we celebrate the values that created America and guided our founders in forming our government.

This issue of T.I.M.E. talks about values and ideas for addressing customer values. It's a top concern of CEO's and it's a great way to put a customer focus on an upcoming product launch, sales conference, or internal sales meeting.

We have 4 quick sections for you to read! Happy Reading and we hope to see you at our FREE preview later this week on Friday, July 7 at Summit Executive Centre. (See section 4 for more details.)

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### **1. CEO WORRIES**

In today's competitive, global, Internet-paced world, what are the top concerns of CEOs?

A study conducted by The Conference Board and Heidrick & Struggles indicates that customer loyalty/retention is on the #1 concern, cited by 41% of those CEOs surveyed.

Company values are at the core of every organization. Values drive management or the leadership to ask their employees to behave a certain way with customers. And a company's values should mirror the things that customers think are important.

But what if the mirror isn't a true reflection?

Many companies have been shocked to discover that the values they assumed were most important – and which they took pains to embody – were out of sync with what customers really wanted.

On Track offers an innovative program to address customer service and customer values. Mind of the Customer uncovers what employees believe their customer values and then compares those values against those of ten actual customers (surveyed in advance of the program). The exercise is based on 38 values derived from research on customer care. Employees choose from these 38 values to define personal values and those of their team or organization. Prior to the program, sample customers use the same pool of 38 values to determine the top ten values that they want the company – and its customer contact representatives to embody. Customers also choose 3 values that the company is good at and the three that the company should improve.

The workshop culminates when the participants compare their values against their customer's values.

A program like Mind of the Customer allows a company to focus on a true target. Mind of the Customer helps build business (revenue and market share) as people are given information on the gaps between the values they think they provide and the values those customers want them to embody.

Engaging employees in a company's vision and values was also listed among the top 5 concerns of CEOs (21% answered with this concern). Face to face meetings are the unmatched method to communicate values and vision. This is a topic that cannot be adequately addressed through a memo or email. Like Mind of the Customer, On Track has a similar workshop for discovering employee and company values during a meeting, conference, retreat or event.

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## **2. Ph.D.s IN EDUCATION NEEDED**

Earlier this year, Successful Meetings identified the new roles that people will need to play in planning effective meetings.

A key role is Learning Specialist (cited as the #2 role). The author stated tongue-in-cheek, "You won't need a Ph.D. in education to succeed as a meeting planner in the future. But it wouldn't hurt."

Planners who will drive the future of the industry and continue to create value for their services will understand the basics of adult learning and be able to provide a complete solution (the meeting) to allow participants to grasp, understand and utilize the information disseminated at a meeting.

Want help easing into the role of Learning Specialist? Sue Tinnish is available to consult with you on the educational aspects of your meetings. (You are not asked to get involved in this

aspect?? Why not deliver a creative room set up, inspiring ice breaker or twist on the agenda that will support the meeting objectives and SHOW your meeting stakeholder your added value.)

Sue has worked with companies of varying sizes, associations and even staged independent events with an educational focus. Most recently in her volunteer role as the Education Chair of Meeting Professionals International Chicago Area Chapter, she was named as Chapter Manager of the Year for her role in improving, upgrading and elevating MPI's monthly educational events.

Call her at 847.394.9857 to take advantage of her experience and expertise.

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### **3. FREEBIES: RESOURCES**

Want to get serious about adult education? Here are 4 books and 2 websites that you want to check out:

“The Continuing Education Guide” by Louis Phillips

[The Learning Edge: How Smart Managers and Smart Companies Stay Ahead](#) by Calhoun Wick and Lu Stanton Leon (November 1996)

[Serious Play: How the World's Best Companies Simulate and Innovate](#) by Michael Schrage and Tom Peters

[Planning Programs for Adult Learners: A Practical Guide for Educators, Trainers, and Staff Developers](#) by Rosemary S. Caffarella (September 1994)

International Association for Continuing Education and training (IACET) at [www.iacet.org](http://www.iacet.org)

International Association of Facilitators at [www.iaf-world.org](http://www.iaf-world.org)

Ready to test the water of adult education?? Email us and we will supply you with a 1-page document that will outline the scope and needs analysis for your next meeting. Use it and amaze your internal or external client with your business savvy and concern about the meeting's ROI (Return on Investment). Just add the words “Learning Needs Analysis” to the subject line in an email addressed to [stinnish@ameritech.net](mailto:stinnish@ameritech.net).

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### **6. FUTURE T.I.M.E.**

Make time for these upcoming events:

Friday, July 7 - Reach the summit with your team.  
On Track will be offering a preview of Expedition  
at the Summit Executive Centre,

205 N. Michigan Avenue, Chicago  
9:00 - 12:00 noon

Wednesday, September 13 - Stay On Track...  
Golf Matters in Business  
A Business Golf Event at the Family Golf Center,  
221 North Columbus Drive, Chicago  
Make plans to join us for a 3:30 shot gun start.  
Networking reception follows golf.  
3:00 - 6:30 pm

Wednesday, October 11, 2000  
Sue Tinnish will actively present  
"See, Hear, Experience and Feel:  
Adult Learning Concepts for your Next Meeting"  
during the ITME Motivation Show at  
McCormick Place  
The presentation is at 12:00 pm - 1:30 pm on Wednesday. The show runs from Tuesday,  
October 10 - Thursday, October 12.

We welcome any comments or suggestions about the newsletter or topics you would like to read about.

Please forward this newsletter to your associates and colleagues! Your recommendations are key to our success. Or anyone can subscribe by sending an email to [stinnish@ameritech.net](mailto:stinnish@ameritech.net).

Past issues of T.I.M.E. can be requested by emailing us.

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