



storycoaching



MAY 13, 2016



[www.myCSPN.com](http://www.myCSPN.com)

# Customer Service Conference 2016

Personal Effectiveness for Corporate Performance

# Customer Call

Take a pause, relax your shoulders and imagine for a moment that you have just hung up from a customer interaction that could have gone so terribly wrong ... and didn't.

The person calling was distraught, frustrated, angry, confused and short of patience. And was expecting you to be their 'fixer' in the first 30 seconds of a problem they were having difficulty articulating to you.

You recall starting your day with your own challenges feeling as though you woke up on the wrong side of the bed. Once at work, things didn't improve. The day flew by mostly in a rush and you haven't had time to take a breath, summarize your notes from the morning's meetings, talk to Bob about why he isn't talking to you, never mind rinse the coffee stain out of your shirt that you noticed after you left home.

Hearing the phone ring and knowing it was a customer, you.....

## Reflect back,

- What emotions came up for you?
- What was triggered in you? In them?
- What are you needing to zero in on?
- How are you going to deal with this?

# Why we are here

- Learn about an approach to enhancing corporate performance through a model of personal effectiveness and credibility that has team/group and leader application
- Experience first hand the components of Corporate CRP
- Compare and contrast to what techniques your company is currently employing to increase engagement and effectiveness of your people in support of your customers and clients
- Give thought to what you might test on Monday



# Personal Effectiveness and Brand Credibility

Effectiveness: having an intended effect in producing an outcome desired.

Credibility: the quality of being accepted as being true, real, honest.

Character + Competencies

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= Credibility

Consistency

[Adapted from Stephen Covey]

*“It is futile to put personality ahead of character, to try to improve relationships with others before improving ourselves.” - Stephen Covey*

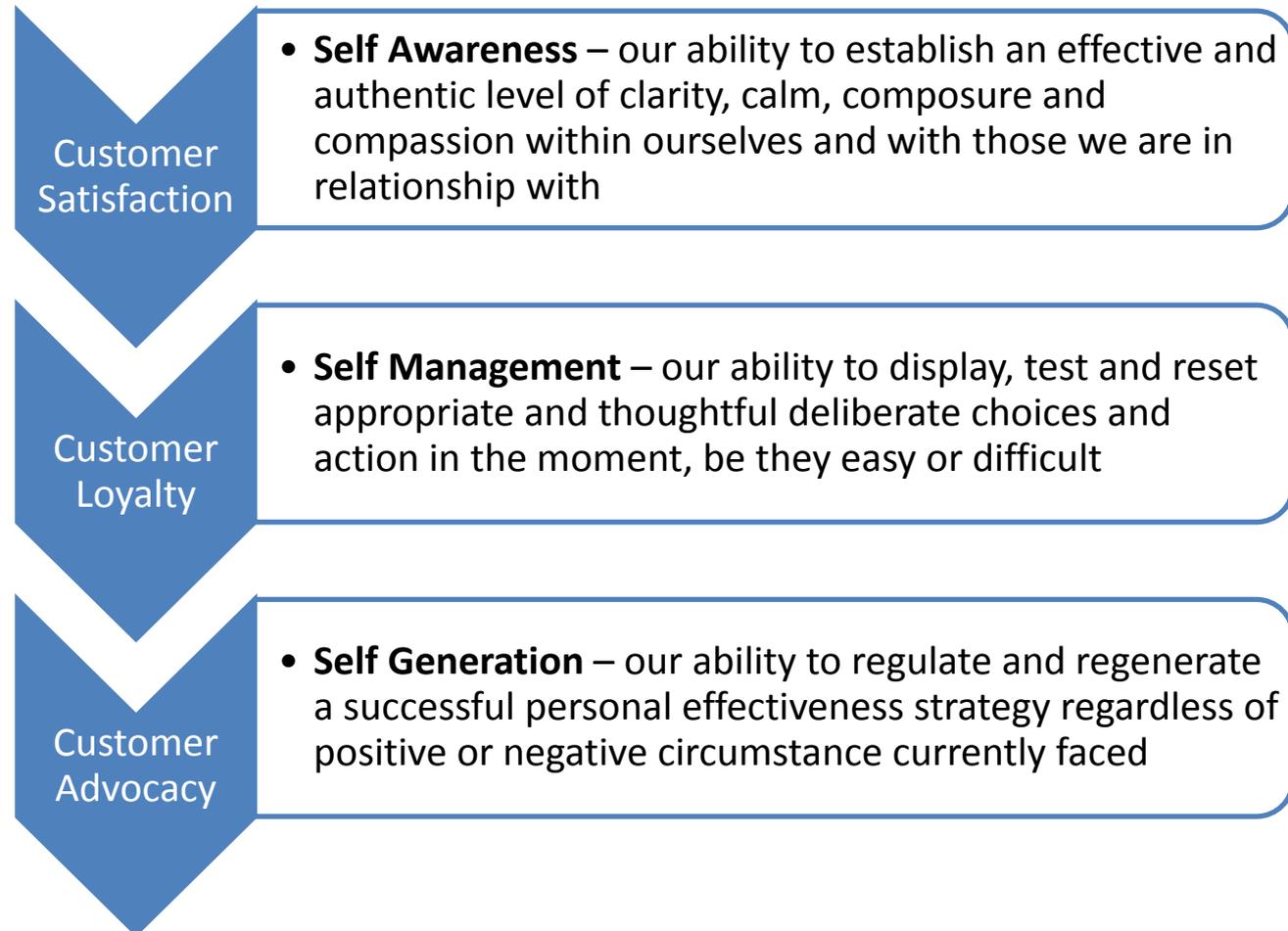
# Today's customer

## Key Findings:

- As they approach the future, businesses identify “customer satisfaction” as the paramount contact center objective. “Customer loyalty” and “customer advocacy,” which can represent progressions from customer satisfaction, are the next-biggest focuses
- The people element represents the most prominent challenge facing today's contact centers
- **When it comes to managing the people element**, today's organizations are most urgently focused on agent engagement, training, and retention

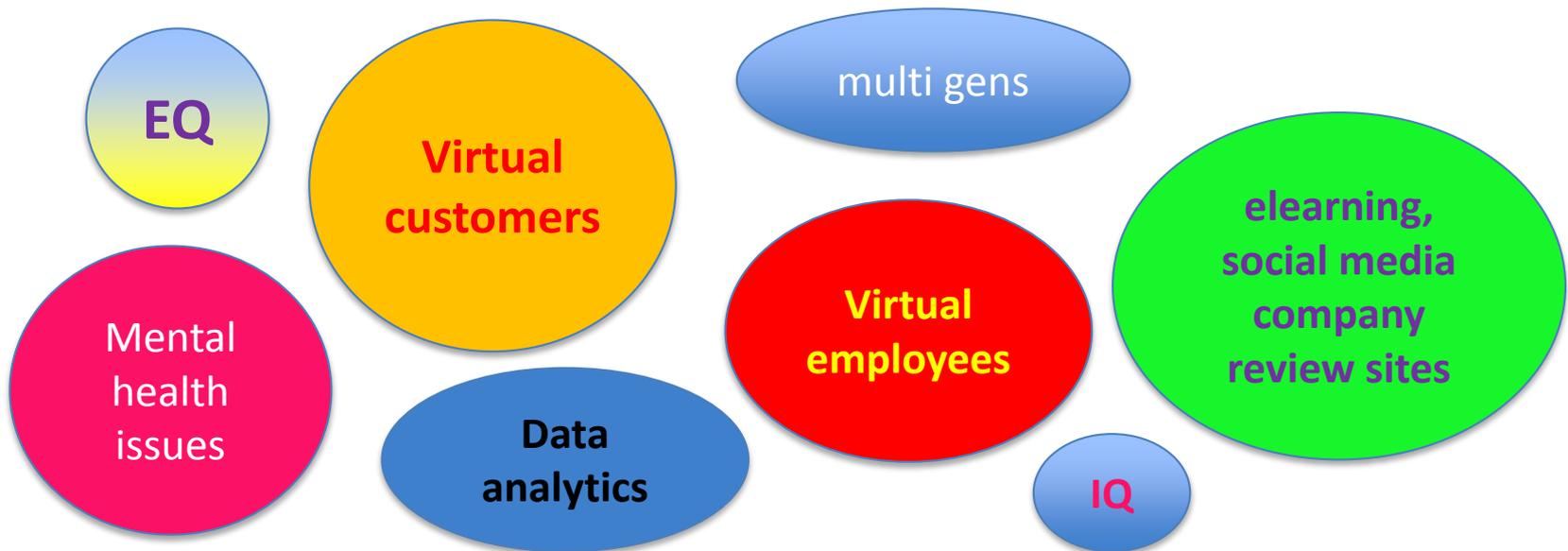
[Call Center – IQ's Executive Report on the Future of the Call Center]

# Credibility for customer advocacy



# Challenges

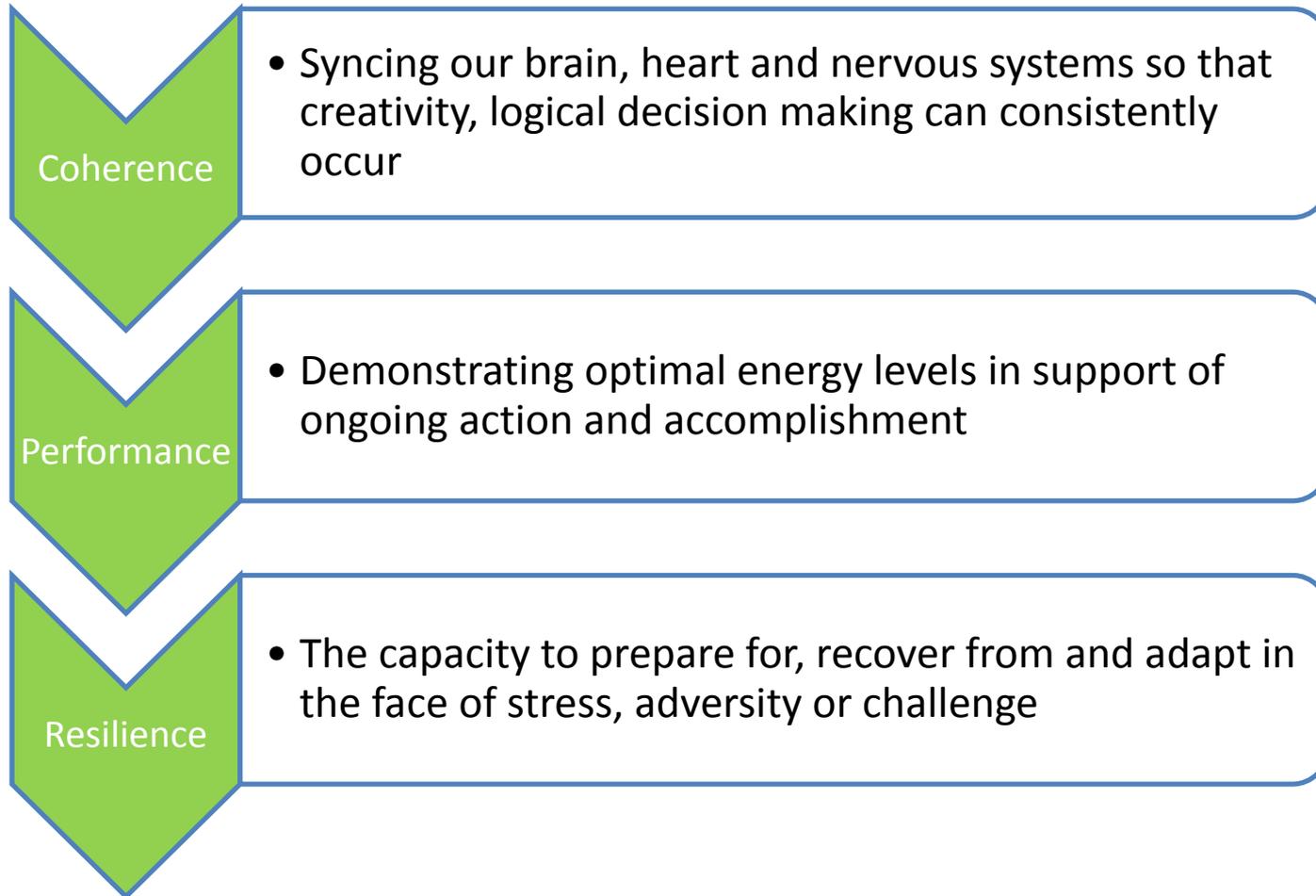
Today's workplace includes a myriad of complex internal and external issues that leaders, managers and their people are required to navigate including:



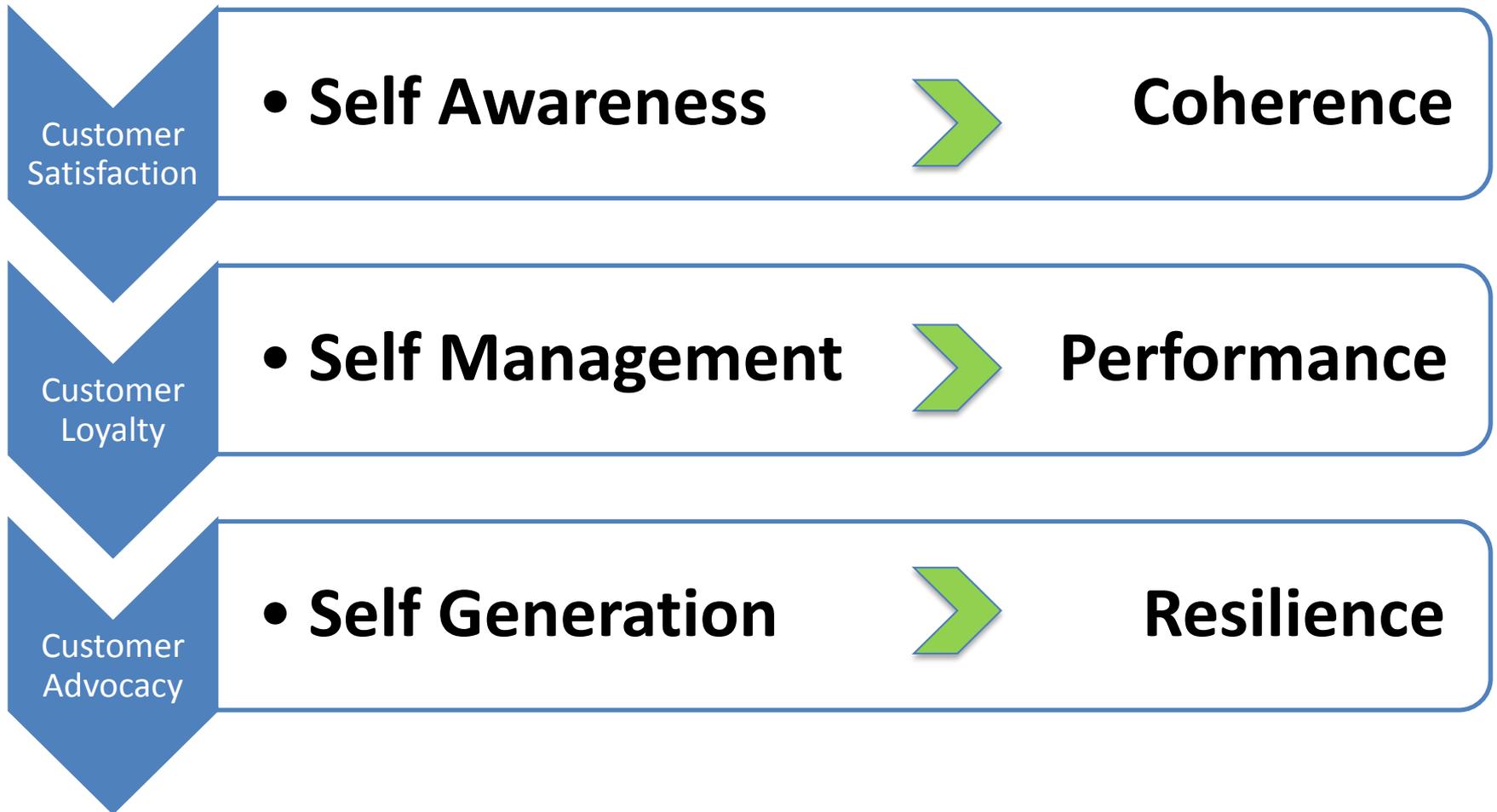
*"If there is no transformation inside of us,  
all the structural change in the world will have no impact on our institutions."*

Peter Block

# Solution: Corporate CPR



# The Continuum



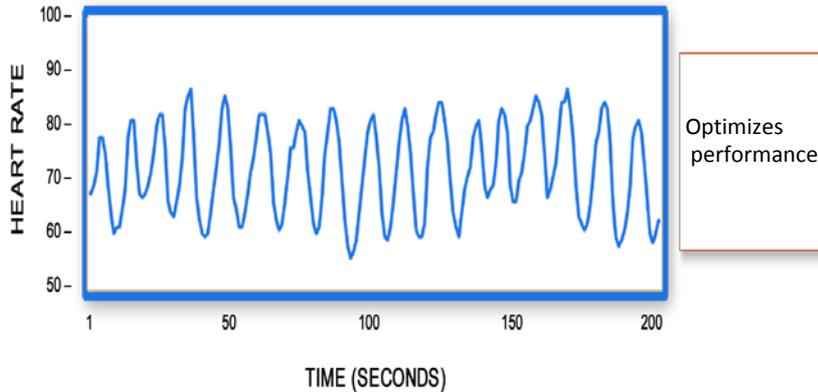
# CPR - Coherence

<https://www.youtube.com/watch?v=-YEZnrySrtQ>

Incoherence: Frustration, Anxiety, Worry, Irritation

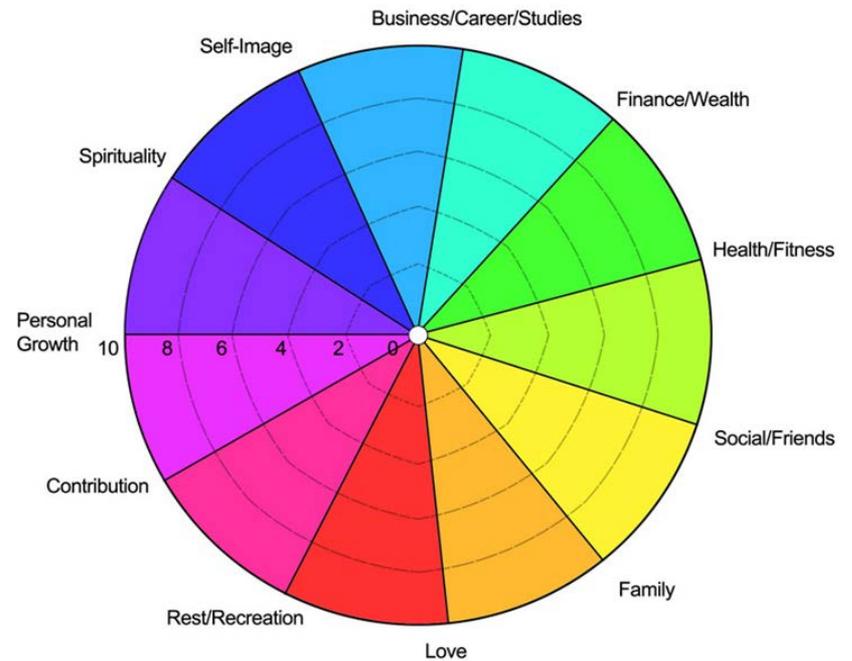


Coherence: Positive Emotions Appreciation, Love, Care



HeartMath™ LLC

## MY LIFE WHEEL



# CPR - Performance

## SCARF Model – Influencing Others

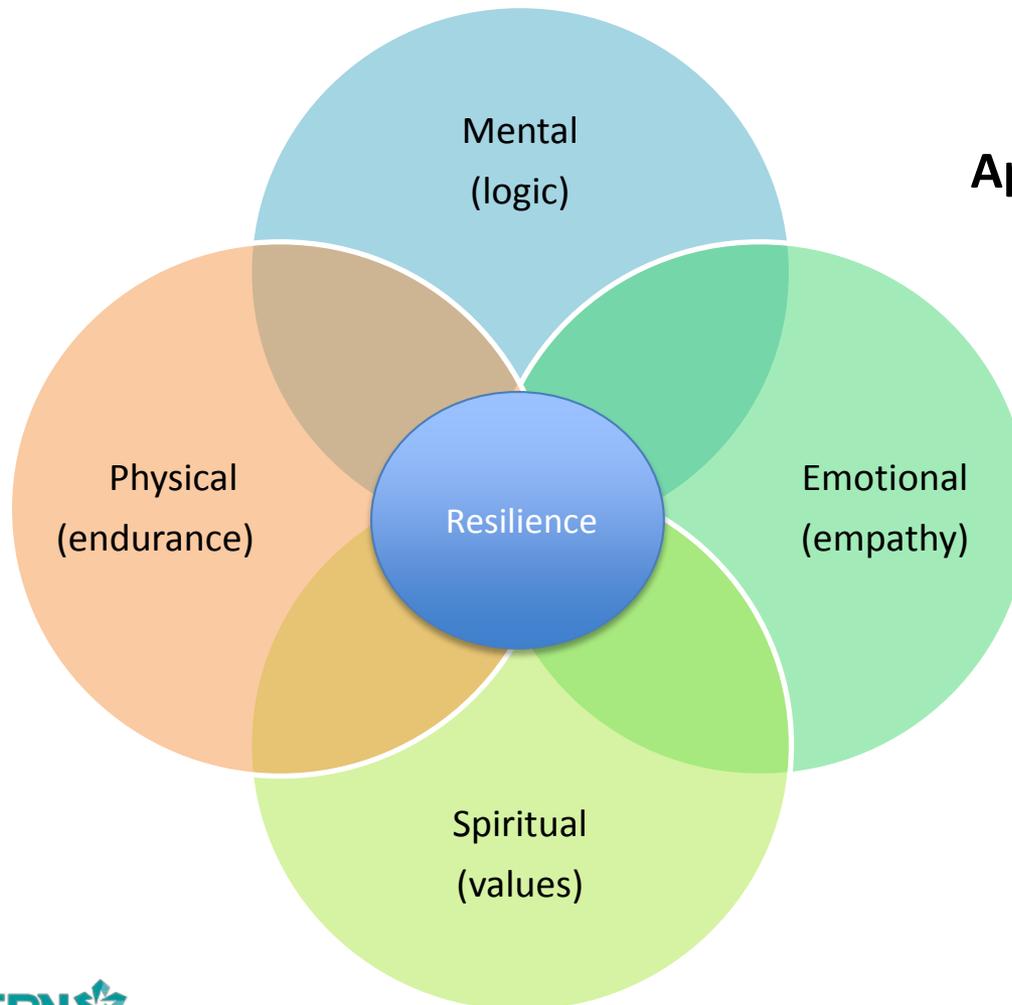
Elements	Disengaged	Engaged
Status	Loss of/threat to status	Confirmation of status
Certainty	Uncertainty/ambiguity	Reinstatement of certainty
Autonomy	Loss of choice	Availability of choice
Relatedness	Loss of relationships	Confirmation of relationships
Fairness	Unfair/unjust situation	Reinstatement of fairness

Your Brain at Work by David Rock

<https://www.youtube.com/watch?v=isiSOeMVJQk>

# CPR - Resilience

<https://www.youtube.com/watch?v=BU5IZIBIRBc>



## Applying desired competencies across the four domains:

- ✓ Versatile
- ✓ Sharp thinker
- ✓ Coachable
- ✓ Self-starter
- ✓ Clear and concise
- ✓ Personable

[Call Center-IQ]

# Employee Meeting

Take a pause, relax your shoulders and imagine for a moment that you have just finished a meeting with a member of your team that could have gone so easily right ... and didn't.

The team member had been avoiding you for two weeks and you had no idea why. His normally jovial mood had turned foul. Although you knew he was performing his job – dealing with customers, interacting with staff and colleagues when required, he had gone socially radio silent; not participating in coffees or lunches with the team, communicating in near sterile tone through email. Two team mates had been by to see you asking what was going on.

You recall starting your day with kudos from your leaders regarding a particularly contentious issue your team had resolved while you were offsite at meetings which put you in a great mood! This employee was key to that quick thinking and you wanted to share the news with him and the rest of the team. Pulling them together in the middle of the open concept area, you realized he was not present. Not being able to await his return, you conveyed the good news with the team members present, thanking them for their support and skill at handling the matter. As your huddle finished, he rounded the corner to witness the group breaking up and hit the roof.

Pulling him into your office to calm the situation you ...

## Reflect back,

What emotions came up for you?

What SCARF element triggered in you? In them?

What Resilience domain are you needing to zero in on?

How are you going to deal with this and remain resilient?

# At the leadership table

Take a pause, relax your shoulders and imagine for a moment that you have just used the Corporate CPR we've been discussing this afternoon.

Your leadership team has been struggling with coming to agreement during a strategic planning exercise where budget cuts and resource allocation has caused a rift among a number of your managers. Defensiveness and short tempers are taking hold and all the great work you had been able to achieve working together the last 6 months has been forgotten. You decide to call for a 15 minute break to reset the mood of the table so that your team can get back on track and not let this spiral further out of control. You decide to try something different.

Addressing the table you ...

## Reflect back,

What emotions came up for you?

What SCARF element triggered in you? In them?

What Resilience domain are you needing to zero in on?

How are you going to deal with this and remain resilient?

# Three Corporate CPR Questions

1. How am I demonstrating Coherence?
2. What is the quality of my Performance?
3. Where and When am I at my most Resilient?

# In closing

*"The difference between "try" and "triumph" is just a little "umph.""*

*Bonnie Przbylski, Projects Manager*

# Stay in touch

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