



# Excel Leader Advisory Letter

ISSUED BY THE EXCEL LEADERSHIP GROUP

February 2011

## Excel's Mission Statement

Help business leaders exceed their goals by creating a culture that unleashes the talents and creativity of all associates.

## Thought for February

"My own definition of leadership is this: The capacity and the will to rally men and women to a common purpose and the character which inspires confidence."

-Bernard Law Montgomery



Have you ever had a bad experience as a customer? Ever been treated rudely or had your request ignored? I think it is safe to say that all of us have stories that we could share of service that has been less than expected. How about your customers ... any complaints from them? How did you handle them? Better yet, how did your team handle them?

A strong service ethic or orientation is one of the most important cultural traits that any successful organization can build to help ensure their long-term success. As leaders, it is critical that you embed this strong service attitude in your company's DNA. As a matter of fact, the best philosophy that I have heard is to take good care of your people, especially those on the "front lines" dealing directly with customers, and their needs. Your people will take care of the customers; and customers, in turn, will take care of the bottom line.

To help you improve your team's service ethic, here are a few coaching tips:

1. Model the right behavior as a leader. Look for ways to be helpful to both internal and external customers. Adopt a "servant leader" approach in managing your team.
2. Anticipate the needs of others. Plan ahead and meet or exceed peoples' needs where possible.
3. Ask questions. This is often times the best method to understanding the needs of others. Don't forget to employ the active listening skills that we have talked about in previous editions of this letter. Once you gain this understanding, be sure you agree to and act on a course of action.
4. Do more than is expected. Always adopt the mindset to under promise and over deliver.
5. Follow through. Ensure that others' needs have been met or exceeded.
6. Conduct surveys. Construct and conduct satisfaction surveys for both internal and external customers at regular intervals. Be sure to develop and execute an action plan around the results that involves your entire team.

As always, I encourage you to contact me anytime at [mike@excelleadership.net](mailto:mike@excelleadership.net) with your comments and questions. Also, if I can be of assistance with your leadership needs, please contact me. We'll talk to you again in March. Be well and best regards.

Join our Web-based "community" devoted to open and honest discussions on topics related to

leadership challenges and solutions. To join, simply visit [TheExcelLeadershipGroup.net](http://TheExcelLeadershipGroup.net) and click on "Community."



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*Experience what **coaching** can do for you and others  
on your company's leadership team.*