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Why Are Customers Leaving And What To Do About It!

Companies that are successful, over the long-term, have something in common. These businesses understand that their customer's needs change over time and they must continually update their services and products. When a company decides to stay in a holding pattern, it will lose customers over the course of time.

Why Are Your Customers Leaving?

It is your job as a CEO to understand what people need. If you notice that sales are down, you can't necessarily assume that it is due to a down economy.

Sure, the economy will certainly affect some businesses harder than others. However, people are still spending money. There is only so far you can take that logic.

That is why you need to answer these questions before jumping to conclusions as to why your customers are leaving:

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Do You Have A Plan To Keep Your Customers?

What Matters Most – Performance Or Management?

Many companies today want to change how they measure employee performance. For years, businesses have given annual reviews but trends are showing that may not be the best format anymore.

Recently, businesses have switched up their typical review system to year-round coaching. Employees no longer have to wait with expectation for their yearly review because they receive ongoing feedback throughout the year. One has a better chance to correct their behavior if they are told in advance rather than allowing them to continue down an incorrect path. Further, an employee is able to hear affirming words of what they do right and they will most likely be inspired to continue.

Here are a few facts:

- The phrasing of performance management is changing.
- Employers are focusing on the positive more than the negative.
- Staff members are feeling inspired. They're ready to take on more of a work load. Further, they'd rather learn and grow than run around fixing their mistakes.

More than 50% of employees do not feel like their performance reviews accurately depict their potential or work.

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- Do you have a customer intelligence plan?
- Do you understand the needs of your customers?
- Is there a problem with the service customers are receiving?
- Where is the breakdown in communication between you and your customer base?

Once you have an understanding of why your customers are not coming back, you can address the issues. If it simply is due to a down economy, then you need to take that into consideration as you make decisions of what products and services you will offer.

If You Are Not Growing, You Are Dying

Businesses that are still operating today the same way they did when they opened their doors, are the ones that will have a short life. If you are not growing and changing, as a company, you will die.

When it comes to going through these different changes and stages, you will need to plan ahead. Here are some questions you will need to address to get through the stages of growth.

- Do employees understand the different stages of growth?
- How can you lead your team to feel excited about the coming changes?
- Are the stages of growth affecting your ability to serve customers?
- How will you keep customer service going during the different phases?

Time Will Make a Difference

It will take time in order for your business to go through the different stages. There will be times of chaos and disorganization. However, it is vital to the long-term status of your business that you do what is necessary to make the changes.

- Understand the amount of time it will take to implement new products and services
- Look ahead to challenges you will face in the coming months

Continued on next column –

- Re-evaluate where you are at each turn to ensure you stay on track

When you are growing and changing with the consumer market, your business will stay relevant and successful. It is important that you understand customer's needs and make the changes necessary to meet the needs. ♦

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC. Copyright protected. All rights reserved.

Continued from page one – **What Matters**

As a company, you should try and nurture and benefit your employees. This is all part of the retention process.



The culture and attitude that you facilitate is key in how your employees will react to change, training and basic expectations. Really examine the size of your staff, company and your goals before making a switch.

In other words, does a change in performance management make sense for your business? Perhaps your company could consider quarterly checkpoints. Maybe you should schedule a 90 day review and then a 6 month evaluation to follow in order to measure growth.

Employees will typically thrive in situations where they are encouraged to grow rather than constantly critiqued. Performance management is something to consider, but a tweak to the norm will most likely produce better results.

Try to go with checkpoints along the way rather than a 'dreaded review' of critique. This will be great for ongoing training and both your business and employees will thrive. ♦

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**"The more you express gratitude for what you have the more you will have to express gratitude for."
Zig Zigler**

The Inner Game Of Leadership

Leaders that strive to be dynamic, successful and effective must develop their 'inner game' of leadership. Tim Gallwey created this term in *The Inner Game of Golf*, *The Inner Game of Tennis* and *The Inner Game of Work*.

Qualities such as vision, courage, passion, wisdom, intuition and the like are what make up one's inner game of leadership. In order to address this area and grow, one must have a leadership coach.

Three reasons to consider a leadership coach to improve your inner game include:

1. We are limited.

As a leader, you have your own mindset and limited experiences to pull from. A coach is able to expand our thinking to help us improve our inner game. People fear failure and a coach will go alongside them to encourage, bolster and critique as needed.

2. Leaders become more effective.

Leaders that receive leadership coaching are able to realize a quantifiable return on investment. They are able to observe behavior without criticism and appreciate that change is possible.

3. A leadership coach helps us observe nonjudgmentally.

Gallwey talks about the fact that we all have a Self-1 (the big ego) and Self-2 (the wise one). A leadership coach helps their client's inner game by seeing to it that they'll learn how to observe nonjudgmentally.

Self-1 isn't trusting and is more fearful. Self-2 is the real person with potential and the desire to enjoy life. When leaders act from Self-2, they are more receptive and unbiased to those around, which is important in leadership. A coach is able to encourage leaders to act more from Self-2.

In order to expand your inner game, be sure to set goals with your coach. You need to know what you are working towards in order to pull off your action plan. After you accomplish your plan and goals, you'll want to regroup with your coach in order to measure your changes and provide the highest amount of growth possible when it comes to your inner game.

Dynamic and successful leaders focus not only on their outer competencies but their inner game too. A leadership coach is extremely helpful to growing as an effective leader. ♦

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One Minute Ideas

Ten Tips For Maintaining Motivation

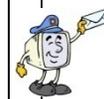
1. Always measure your progress.
2. Get enough rest.
3. Avoid sugar.
4. Imagine yourself at your goal.
5. Find a role model.
6. List the activity's or goal's benefits.
7. Keep a journal of past accomplishments.
8. Take small steps.
9. Find a partner, coach, or mentor.
10. Tell yourself quitting is not an option.

Maintaining motivation can be challenging for your team members and employees too.

Help them maintain their motivation by sending these tips to them and following up on their progress. ♦

“Success is a lousy teacher.
It seduces smart people into
thinking they can't lose.”
~ Bill Gates

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Organizing By Priority

A time management skill to help you be more productive.

Get in the habit of organizing and prioritizing your day. You will become **more** productive. This is a proven simple way to saving time, being organized, and increasing productivity.

Before leaving the office for the day, or first thing the next morning, make a list of everything that needs to be done. Next, prioritize your list. Assign each one an A, B, C, D or E priority mark.

A – Must be done first – very important. Serious consequences if you do not get it done. Often this is a task you don't want to do and have procrastinated to get done. Think about the sense of accomplishment you will have once it is complete and checked off your list.

B – A should do task with mild consequences. (Never do a **B** task before **A** tasks are done)

C – Nice to do, but no consequences whether you do it or not. Has little or no affect in your work life. (Most people spend half of their time working these tasks)

D – Something you can delegate. This frees up your time to work on the **A** tasks.

E – Eliminate all together and it makes absolutely no difference. It may have been a higher priority task previously but is no longer important.

Remember, not everything has to be done today. However, if you have several **A** tasks, give them a priority too. A1, A2, A3, etc... A1 being the most important and the task you should tackle first.

Practice discipline and start working on your **A** task right away. **Focus on results.... Not activity.** ♦

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Do You Have The Monday Morning Blues? Maybe It's The Way You Dream – Or Sleep

The body's internal 'clock' runs on a 25-hour day, which can become inconvenient, since the earth runs on a 24-hour day. This inconsistency normally goes unnoticed. But the misalignment catches up with many people on weekends, when their 'social schedules' play havoc with their normal sleeping patterns. Nothing is more crucial to surviving Mondays than keeping the body clock on track over the weekend.

According to Wilse Webb, a University of Florida psychologist and sleep expert, the natural 25-hour clock makes it easier to stay up later than normal. But if people stay up late on Friday night, sleeping late



on Saturday, then stay up later on Saturday night, sleeping until mid-morning on Sunday, they'll wake up with jet lag on Monday.

The cure? Get up as close to the usual weekday time as possible--within an hour or so is fine. If necessary, take a short nap in the mid-afternoon. But remember, says

Webb, never nap after four, and never for more than an hour, or it will cut into the coming night's sleep.

Also, always sleep with the blinds open, or at least partially open; the morning light resets the body to a 24-hour clock.

~ Sales and Marketing Management article from *The Manager's Intelligence Report*

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