DEVELOPING A CUSTOMER FOCUSED CULTURE

To build a high performance culture, your culture needs to 'mirror' customer needs and behavioural patterns.

You will need to answer the 6 questions with absolute honesty before you can identify what to do to improve your ability to consistently outperform your rivals. If required, use a separate piece of paper.

Thinking about the answers to the 6 questions, what do you need to do, or stop doing to delight customers?

To learn more about the 10 factors that shape culture at a conscious, subconscious and unconscious level, buy the FITS Culture Module now.

1. How happy are your customers/clients with the service and products you deliver?
   .....
   .....
2. How do you know? .....
   .....
3. What percentage is unhappy? .....
4. How do you know? .....
   .....
5. Who are your IDEAL customers? What are they like? (List how they behave)
   .....
   .....
6. Who are your WORST/MOST DIFFICULT customers and how do they behave?
   .....
   .....

Start doing	Stop doing	Do more of	Do less of
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•
•	•	•	•
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