



# Success and Self-Management

For an organisation to work and succeed as one entity, the individuals or employees need to have a greater sense of awareness and understanding of the bigger picture. How many of us have this?

## THE CURRENT BUSINESS

environment requires every individual to be self-managed. This includes going beyond tried-and-tested processes and procedures to looking at the needs of the 'moment' and discerning the best possible approach to address this need. This requires an understanding of the larger context in which we work in and thinking creatively about new breakthroughs we can bring to our daily work.

How do we achieve this? In my previous article, I mentioned developing a high level of 'perception' as an investment for the future. This investment actually helps the individual become self-managed by using 'perception-led action' to achieve high performance.

What is 'perception' and 'perception-led action'? How does it relate to the larger context in which we work?

### 'Perception' and 'perception-led action'

'Perception' is how we gather information from our surroundings.

Let me break this down further. There are two ways we can gather information from our surroundings: superficially or in larger wholes. When we gather data superficially, we look at events and current circumstances at face value. On the other hand, when we gather data in larger wholes, we penetrate the data more deeply and derive interconnections, making the effectiveness of our actions increase dramatically.

Let me illustrate this with an example. When I was in London earlier this year, I required a mobile device to connect my netbook to the Internet whilst in London and Germany. There were two telecommunications service providers in my area and I proceeded to visit the first one. For the sake of confidentiality, I will call the first provider Aphone and the second Bcomms.

Upon informing the sales executive, David, at Aphone of my requirements for connectivity, he explained the features, terms and conditions of his product and went on to tell me that my requirements would be best met



## 'PERCEPTION' AND AWARENESS OF THE BIGGER PICTURE RESULTS IN A RICHER OUTCOME (EXPERIENCE).

by his competition Bcomms. He knew they had a product that would best fit my requirements! I popped over to Bcomms and bought the mobile device that met my needs exactly.

There are two key facts to be observed here. Firstly, David was sending me to his competition, Bcomms! Secondly and more importantly, David was sending me to Bcomms because Bcomms had a product that best met my requirements. Actually, there is a third fact here too; he knew the products that the competition had!

'Perception' is about assessing the situation, engaging and connecting with the customer. It is the combination of the ability to first, be receptive to all the information gathered, and second, make sense of the information based on the needs of the 'moment'. David's action to my request was based on more than a superficial gathering of my needs. He made an assessment and connected with my needs at a broader (whole), bigger picture level, leading to highly effective action. This is 'perception-led action'.

It is this combination of data and awareness that takes us beyond the superficial where action is a reaction (transaction). 'Perception' and awareness of the bigger picture results in a richer outcome (experience).

### Customer experience

Many organisations in the recent past have been focusing more on Customer Experience than Customer Service. Why? They all want to move away from the 'transaction' with the customer to an 'experience' for the customer. In addition, Customer Experience involves all departments rather than just the Customer Service Department. The customer may interact with the Finance Department regarding an invoice or the Logistics Department regarding shipping. Because the customer perceives an organisation as one entity with multiple touch points, therefore, experience cannot be the responsibility of one department.

To move away from the 'transaction' to the 'experience' depends on our depth of awareness at each interaction. This 'awareness' is the key component, which makes the difference between a transaction and an experience for the customer. It transcends the

two-dimensional thinking to a third dimension that permits individuals to completely assess, listen and connect to the bigger picture of the moment. It gives us the ability to 'see' the bigger picture, which leads to a richer customer outcome or experience.


How does an organisation work as one entity to deliver consistent and repeatable experience to the customer?

### 'Perception' and self-management

In the beginning of this article, I mentioned being self-managed. Sometimes this includes transcending the 'normal' ways of working. For example, a customer's shipment is being delayed by an invoice that the Finance Department has yet to create. When the customer calls the Logistics Department enquiring on the delay to his/her shipment, the logical and right customer experience would be for the Logistics Department to follow through on the customer's request. However, in most cases, it is the customer who makes the calls to the various departments of the organisation to follow up.

This is a simple example and it takes place everyday. As the complexities increase, our ability to be creative and work beyond our boundaries is tested further.

For an organisation to work as one entity, the individuals or employees need to have a greater sense of awareness and understanding of the bigger picture. This 'perception' is present in all of us. However, few have developed this quality to their advantage. For most people, it needs developing. The end result of 'perception' is self-management.

'Perception' is a skill that is needed to ensure future success. How successful are your team members in this skill? 

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