

#### WHAT YOUR FOLLOWERS WANT YOU TO KNOW....

Followers want to point out the link between the organisation's customers and great leadership within an organisation:

*The direction  
of leadership  
influence*

#### **Delighted customers**

This should be (and usually is) the stated aim of every organisation. Note I have used the word "Delighted" and not just "Satisfied". Delighted customers more readily become ambassadors and remain loyal to your organisation. *And to achieve delight in your customers you will need to supply:*

#### **Appropriate, quality, sustainable and timely goods, services & support**

Whatever it is your organisation does or produces, it should fulfil the need or want of the customer – and, ideally, go beyond their expectations. *The delivery of which will require:*

#### **Professional, responsive, and motivated frontline staff with positive attitudes**

It goes without saying (surely?) that the 'human' element of your outputs and delivery should correspond with the quality of your product or service. Where the output IS the service, this adds an extra dimension to the importance of the right attitude in front-liners. *Who should be backed by:*

#### **Engaged, caring & positive support staff**

Whilst not always directly customer facing, support teams should be co-creators of your organisation's deliverable – interdependent with front line teams. Liaising and cooperating with front line staff seamlessly and productively. *Both front line and support teams require:*

#### **Empowered, respectful, consistent, trusted, and resourced managers**

Those in charge of others' performance should champion outputs. They should facilitate in their teams the attitudes and resources to do the job they have been asked to do in an efficient and effective way. *Managers, in turn, rely on:*

#### **Strategic, self-aware, emotionally intelligent, feedback-friendly, listening-hungry, clear thinking, visible, supportive, and collaborative leaders**

The leader's main job is to ensure that all the above happens to the best of the team's collaborative ability. As with the other roles above, the list of adjectives used above is merely indicative – and certainly not exhaustive!

**But, without good leadership, customer delight happens more by *accident* than design.**