

## 7c. Example of a half-day Customer Focus Training Program

### Developing Customer Focus

0 - 5 mins:            **Introduction**

What is customer focus and how can understanding and developing a customer focus improve results. Program objectives. Program rules - Participation, Being accountable, Willing to learn from results

5 - 20 mins            **Aeroplane Game**

Task: Make a paper aeroplane that goes further than anyone else's paper aeroplane

A short, high energy game that challenges participants' assumptions and the mental models that can inhibit their ability to reach the kind of innovative solutions that dramatically improve performance or provide the product that customers have asked for

20 - 25 mins            **Why Develop Customer Focus**

Exercise: Facilitator flipcharts participants' expected benefits from developing a customer focus orientation within the organisation

Identifies why and when it is better to develop customer focus than be introverted as an organisation and obtains participant buy in to the process

25 -35 mins:            **Applying it all to Other Stakeholders - Who are our Customers?**

Exercise: Flipchart participants' view of just who is a customer. Ensures that this includes all stakeholders, internal as well as external.

35 - 40 mins            **Jig Saw Vision**

Task: Participants find their teams according to the jigsaw pieces they select then answer a simple question about their puzzle

A team formation game that encourages participants to interact with each other and take a broader view, see both sides of the story.

40 - 60 mins            **Cartoon Characters**

Task: Teams make their designated cartoon characters out of Play Doh, but how do you do Snow White with no white ... or Red Riding Hood with green and blue?

A wonderfully kinaesthetic game that will stretch the inventiveness of participants in a team challenge environment

60 - 100 mins            **Selling Game**            **(Meeting Customer needs)**

Task:            To sell a simple stationery item to another group member

Customer Focus in action, seeking benefits to the customer not pushing features. Finding out what works and what does not and experiencing a simple five step process to successful customer satisfaction

100 - 105 mins            **Asking Questions / Active Listening**

Debrief in context of asking questions / active listening

105 - 115 mins            **Active Listening Game**

Exercise:            Participants test the effects of not listening at all and listening actively on their partner's ability to communicate with them

A simple, effective introduction to active listening and how to do it

115 - 130 mins            **Break**

130 - 135 mins            **Balls in a Bucket**

Task:            Teams collect their colour of randomly distributed ping pong balls faster than any other team whilst staying physically connected to each other

Fast and furious team game that is bound to bring up sabotage and win/lose or lose/lose strategies in a highly competitive environment

135 - 160 mins            **Matching & Mirroring Exercise**

Exercise:            Participants match each other's physiology to better understand each other and build rapport.

A simple but powerful way to build understanding

160 - 170 mins            **Warp Speed**

Task:            Pass a ball in set order to everyone in the circle in the fastest time possible

Involves creative systems being developed by the team in order to complete the simple task in extraordinary time without loss of attention to detail or compromise of the result

170 - 180 mins      **Debrief in context of Systems / Kaizen / Superpleasing /  
Networking / Flexibility**

180 - 220 mins      **Advocacy and Inquiry**

Exercise:      Participants demonstrate their behaviour in a conflict situation and are provided with an alternative approach to improve resolution

An effective means of communicating without losing rapport or creating tension and conflict

220 - 240 mins      **The Dinner Party**

Task:      Plan and tender for a dinner party experience for a group of visiting trade representatives from Russia wanting to experience the Australian culture first hand.

A creative design game that encourages teams to focus on customer needs and how to make their product stand out from the crowd. A game that will incorporate cultural diversity and stereotyping issues as well as the benefits of lateral thinking and team synergy.

Total session time, with tea break, four hours.