

## **Art Turock's Most Requested Presentation Descriptions**

### **Invent Business Opportunities No One Else Can Imagine**

When the Ten Commandments for Business Success come down from Corporate Mount Sinai, they will include: "Ask customers what they want and give it to them." But is it all that simple? Unless you are blessed with Jules Verne-like visionary customers, their answers will be minor tweaks on what the industry is already providing—not exactly the input that fuels bold innovation. Sales goldmines lie in recognizing and offering solutions to "latent needs"—that is, what customers might value but have never experienced and would never think to ask for.

### **Change Mastery: Maintaining a Results-Driven Focus and Embracing the Freedom in Marvelously Uncertain Times**

This program provides two things most people lack—an empowering perspective about change and best practices for self-management and guiding team members through change. Change masters experience more excitement than fear, more freedom for ingenuity than compliance with management's marching orders, and more focus on results than daily distractions.

### **What Great Managers Do To Retain Top Talent and Motivate Peak Performance**

This program capitalizes on a 15-year Gallup Organization Study (comprising 1 million talented employees and 10,000 great managers) that examines the best practices employed by great managers for retaining and motivating top talent.

#### **Interactive program:**

#### **Rethinking Your Business: Innovative Thinking Methods for Out-of-the-Box Times.**

50% of this program is spent in 6-person teams engaged in facilitated exercises in identifying customer's latent needs and creating imaginative products and services. There are two outcomes: a list of fresh ideas to consider implementing and a reliable process to guide future innovative thinking efforts

### **LEGENDARY SERVICE**

Customer service is one of the five classic points of differentiation. Many health care executives contend they offer strong customer service, but the only judgment that matters is when their hospital gets credit from patients. With all the challenges of controlling labor costs and finding good people, raising the bar on customer service becomes a sustainable competitive advantage. The ultimate aspiration is to become legendary for your service.

Derived from the Latin word, *legenda*, meaning “to be read,” legend has come to define experiences so emotionally significant that the recounting of it spreads from customers to their co-workers and loved ones. Legendary service boils down to consistently giving customers stories worth telling.

This program covers the following informational crescendos:

- The difference between customer satisfaction and emotional connection
- Five performance categories that give customers stories worth telling
- Compromises patients are tolerating and won't even mention in focus groups

While so many health care organizations cut labor costs, struggle to find talented employees, and lack quality training programs, legendary service is the counter move that creates a noticeable and lasting separation between your hospital/clinic and your rivals.

#### **UNIQUE FEATURES:**

*Your organization's stories of excellent service are woven into the speech.* Prior to the program, managers submit stories of legendary service, including letters from customers or anecdotal examples of unreasonable performance to Art Turock. The public acknowledgement of hospital staff and ensuing audience applause leaves groups feeling pride and realizing many of the capabilities for legendary service already exist.

*Ideas for improving service are captured for implementation.* By pausing several times in the speech, attendees jot down ideas for improvement or even fresh innovations. Senior management collects the ideas and then selects the best ones for development and eventual implementation.

#### **INTENDED AUDIENCES:**

This program is ideal for all-employee meetings, or for gatherings of headquarter's staff, managers, and department heads.

#### **SAMPLING OF AVAILABLE POINTS FOR YOUR PROGRAM**

##### **A. Emotional Connection and Customer Loyalty**

1. Gallup's research findings: The 4 factors driving emotional connection
2. Customer satisfaction is meaningless...in the absence of emotional connection

##### **B. The Rationale for Legendary Service as a Sustainable Competitive Advantage**

##### **C. Four Performance Categories that Give Customers Stories Worth Telling**

1. Solve persistent glitches that you already know but aren't addressing
2. Solving customer's compromises none of your competitors are addressing
3. Unreasonable efforts become an expected performance standard
4. Staging recovery from complaints that exceed customer expectations

**D. Examples of Legendary Service and Over-riding Principles**

1. Cooper Clinic-solving latent needs
2. Mayo Clinic-cross functional teamwork and diverse perspective
3. Shouldiest Hospital-breaking rules of convention