


Breakthrough Performance
Further, faster, together



Customer Strategy & Planning 2016

Welcome to Stratford upon Avon
25th and 26th April 2016 Shakespeare 400

 #ForumConf

Breakthrough Performance

Further, faster, together




Raising Standards in
Customer Operations

Engagement & Influence

Mark Doyle

The Method

Director

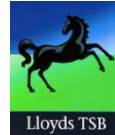
 #ForumConf

THE METHOD





ISLINGTON



Unilever



THOMSON REUTERS



John laing
making infrastructure happen



SAATCHI & SAATCHI



Daiichi-Sankyo



Welcome with a smile

THE METHOD



Perform to Win



THE METHOD



Define



Transform



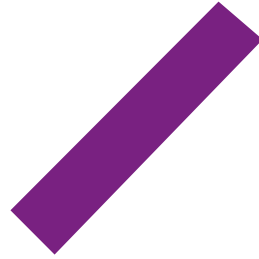
Deliver



THE METHOD



Define
Ideal performance



Transform



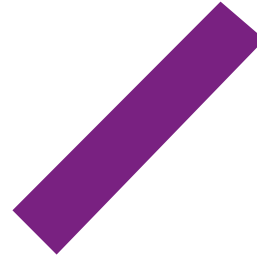
Deliver



THE METHOD



Define
Ideal performance



Transform
Observable behaviour change



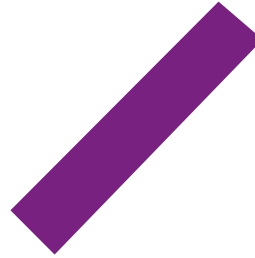
Deliver



THE METHOD



Define
Ideal performance



Transform
Observable behaviour change



Deliver
Commit to live performance

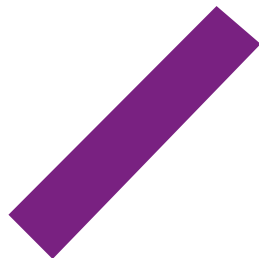


THE METHOD



Define

Where?



Transform



Deliver

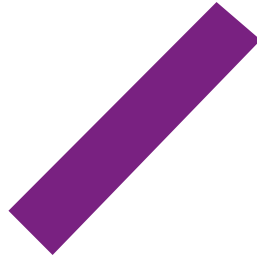


THE METHOD



Define

Where?
Who?



Transform



Deliver

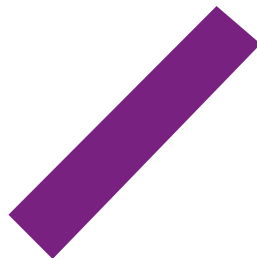


THE METHOD



Define

Where?
Who?



Transform

Act
Say
Do



Deliver

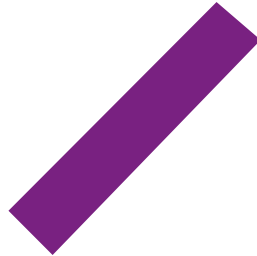


THE METHOD



Define

Where?
Who?



Transform

Act
Say
Do



Deliver

Commit to live
performance



Action Plan

Define

Where:

Introduce yourself in the room

Who:

Choose how you want to be perceived

Transform

Act:

Say:

Do:

Deliver

Date

Result:



Action Plan

Define

Where: Select a difficult work situation happening in the next week

Who: Choose how you want to be perceived

Transform

Act:

Say:

Do:

Deliver

Date

Result:



THE METHOD

2 Brilliant Theatre Laws



**Aoccdrnig to rsheearch at Cmabrigde
Uinervtisy, it deson't mtttaer in waht
oredr the ltteers in a wrod are, the olny
iprmoatnt tihng is taht the frist and lsat
ltteer be in the rghit pclae. The rset can
be a taotl mses and you can siltl raed it
wouthit a porbelm. Tihs is bcuseae the
huamn mnid deos not raed ervey lteter
by istlef, but the wrod as a wlohe.**

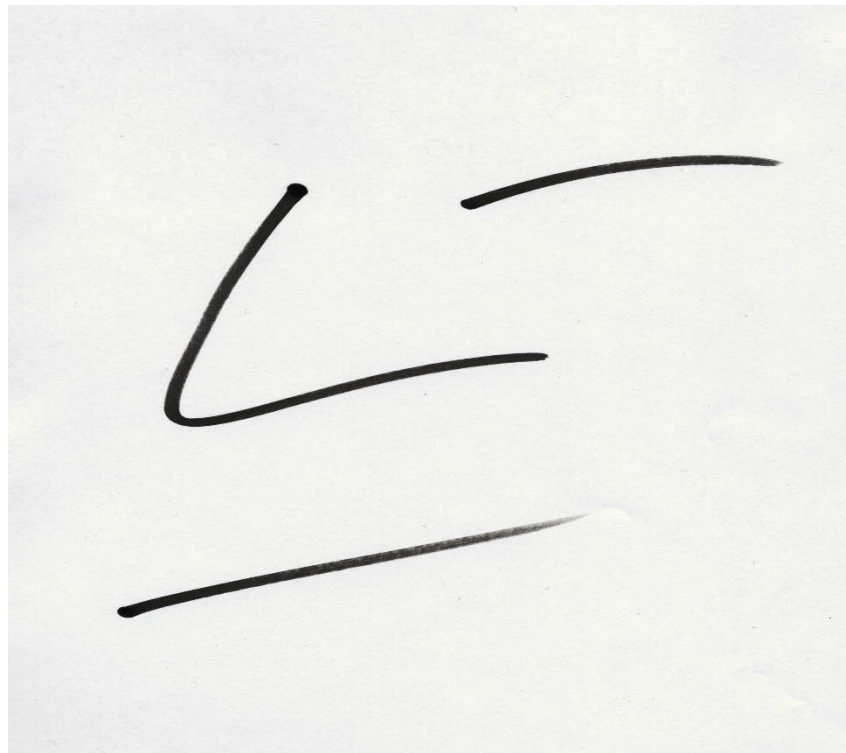
Amzanig huh?



Draw a face using 3 lines



Draw a face using 3 lines



THE METHOD

2 Brilliant Theatre Laws

1. People instantly see and judge
behaviour



THE METHOD

2 Brilliant Theatre Laws

1. People instantly see and judge behaviour
2. You become your behaviour



THE METHOD

Thank you!

 @themethodglobal





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Customer Operations

Thank You


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