

"Where are your client partnerships headed?"

"Making sure your customers stay with you and never want to leave."

How to find Strategic Direction: Knowledge is Power

Q1. On what information does your organisation base its strategic direction?

Savvy business leaders use their strategic direction to navigate their organisations towards their goal(s). They revisit their direction periodically; evaluating how things went; what was accomplished and what is yet to do.

This is most likely to include reviewing their understanding of the competition, market (size, demographics and diversity), business model and microeconomics, and resourcing requirements. Their evaluation may include using intelligence gained through a SWAT analysis and/or internal feedback.

Super savvy organisations also include client stakeholders to inform their strategic direction. They're aware that ... **They may know their business *inside out*. Clients know their business *outside in*.**

Q2. Can you imagine the benefits of doing strategic planning armed with the confidence that you know what your key clients really think about your strengths and areas where you can improve?

While an organisation's strategic goal may be static, strategic direction must remain dynamic and open to being informed. This requires the ability of leaders to seek and listen to client and stakeholder feedback; determine and take the required action for improvement; then check they're heading in the best direction.

This is what commitment to continuous improvement is about and it underpins a well-informed strategic direction.

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"Loyalty is earned. It is never given."

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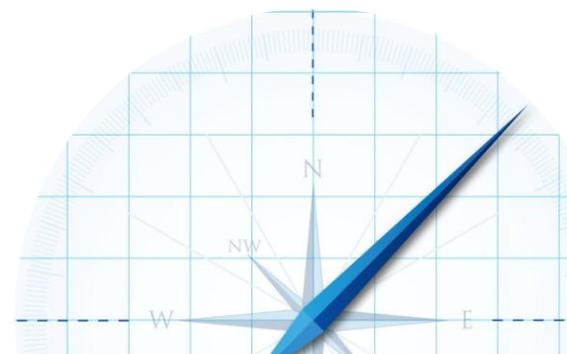
"We commissioned Leading Matters to find out what our clients really thought of our services products and performance and how these could be improved for them.

As a direct outcome of our client's feedback, we invested the extensive time and resources required to ensure the best development of props.

The results are brilliant and the money keeps pouring in! Within a few months, the props generated \$50,000 of income per month and that figure just keeps growing.

We're really happy with the outcome and so are our clients."

**Joe Caprara, MD
Preston Hire,
Williamstown, VIC**





To gain credible, in-depth client feedback, organisations need to know the best approach, what questions to ask and how to ask them. As independent specialists in gaining in-depth client feedback, we have found the best way is to ask open focused questions. This methodology demonstrates to the interviewees that we are genuine about wanting to know what matters to them and enables a real conversation to take place.

By using an open focused approach, organisations may not hear what they expect however they will hear their clients' truths. When good questions are asked in the right way, respondents are most likely to include their suggestions for improvement and share their perception of an organisation's strengths. Knowing your clients' opinion of your strengths is a key to knowing your competitive advantage – ready and waiting to be leveraged.

Regardless of the methodology used, the process must demonstrate your organisation's respect for client opinion and serve to further strengthen your relationships.

**Can you imagine doing strategic
planning *without* knowing what your key
clients' really think about your strengths
and areas where you can improve?**

"If your client buying power impresses you, wait 'til you see their brain power."

