

Supercharge your client journey!

Take it from Woe to Woww!

Michelle Hoskin

*Founder of Standards International
and The Business and Operations Management Network.*



STANDARDS
INTERNATIONAL®



**BUSINESS AND OPERATIONS
MANAGEMENT NETWORK™**

www.leadersinbusinessoperations.com

Why am I here?

- Understand **why life** has never been so **complicated** for your clients!
- Finally understand **why you have to listen** more than you speak.
- Understand how **authenticity, beliefs and trust**, create a extraordinary relationships.
- Apply the **6 Human Needs** to unlock your client's deepest motivations.
- Go deeper and broader into the concept of '**Vulnerability**' in order to unlock your greatest level of service.
- Explore and implement **The 5 Key Elements of Excellence™** as a focused framework to deliver a solid client journey.



GOOD LIFE

It's sometimes just too much!



“

**You aren't learning anything
when you're talking.”**

Lyndon Johnson

**WHAT DO
YOU BELIEVE?**

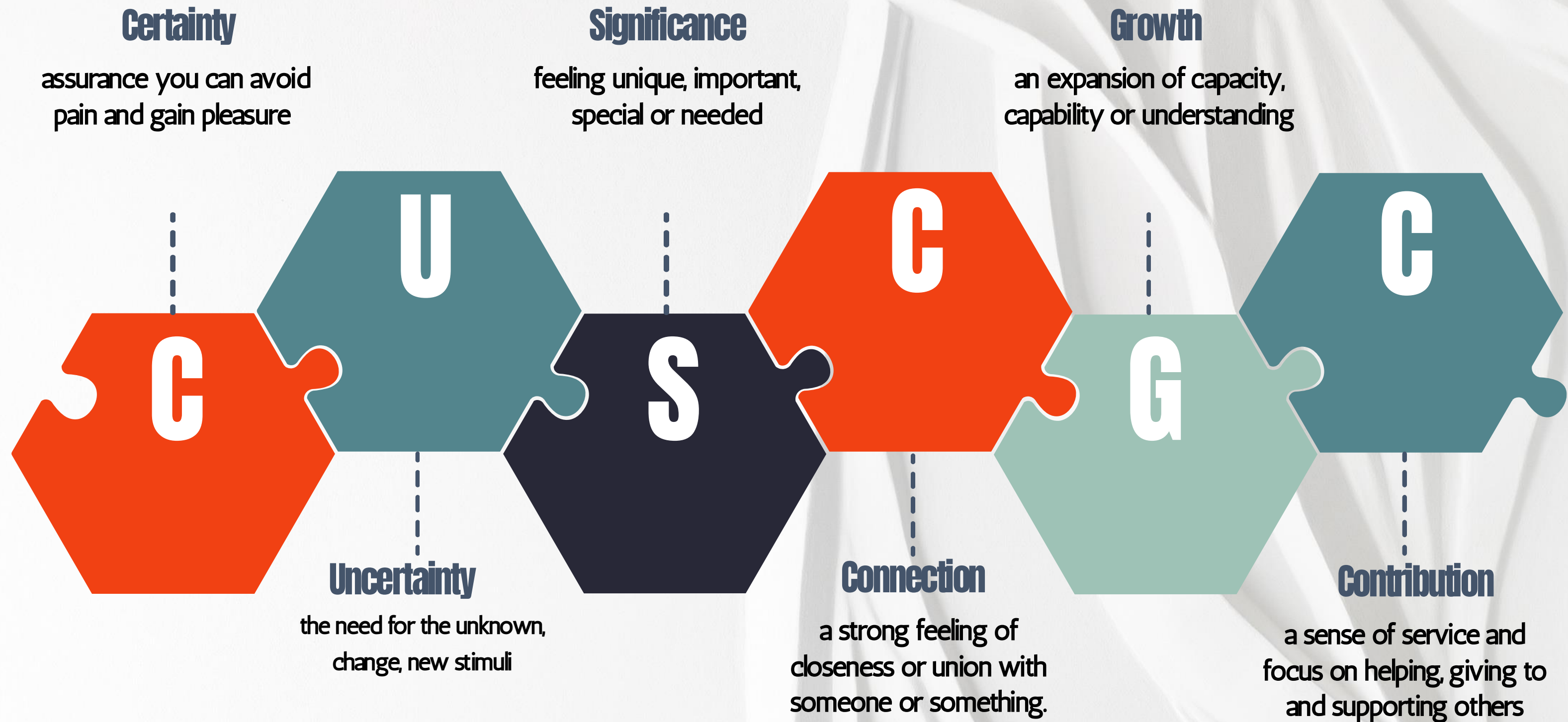


Who's 'really' showing up?

**Authenticity doesn't automatically guarantee success,
but inauthenticity guarantees failure.
Every time. Always**

Jamie Kern Lima

The 6 Human Needs



The Client Engagement Ladder

ASPIRATIONAL, EMOTIONAL & ENTERTAINING

INFORMATIVE & EDUCATIONAL

INSPIRATIONAL & SUPPORTIVE

Loiterer

They find us by accident or have heard about us and seek us out. They then identify if they are our chosen client

Shopper

They examine further (multiple times) if there is a fit and are pretty much ready to engage further.

Looker

They see what we have on offer, see if we know what we are doing and clarify in their own mind if they are our chosen client and download or request further information.

Buyer*

Have done all of their research and are happy there is a fit! They are ready to engage and/or buy and they need to know how to do this – they normally ask by email, direct message on social media or a phone call to the office.

They found us!

Client

They have agreed to proceed. They are excited about the journey ahead. They have dipped their toe and taken the first step to let us in. Similar to 'buyers' (prospect) they still need – *Information, Service and Support*

They know us!

Family

They are engaged and happy with the support we provide. They are still learning about what we do and there is potential to help them further. They value us but will have other advisers and we need to maintain a high level of communication. Not yet 100% sticky.

They like us!

Superfan

They don't just use us for some of our services; they use us for ALL of our services! We are their first point of call with whatever they need and as such we are integral to what they do. They seek our council and act fully on our advice. They are 100% sticky and trust us fully and bring us internally like part of their team!

They love us!

Ambassador

They love us and we love them. It's personal and all they really want is to do their absolute best to help and/or impress us. They crave the recognition of being appreciated and want to know how to achieve VIP/ Ambassador status. They are very proud of their relationship with us and vocalise this frequently in public.

They want to be part of us!

***Note:** At this stage, the person is likely to have no real idea what they need help with – but just know they need something!

Change is never a matter of ability, it's always a matter of motivation!

Tony Robbins





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The Lens of Vulnerability...

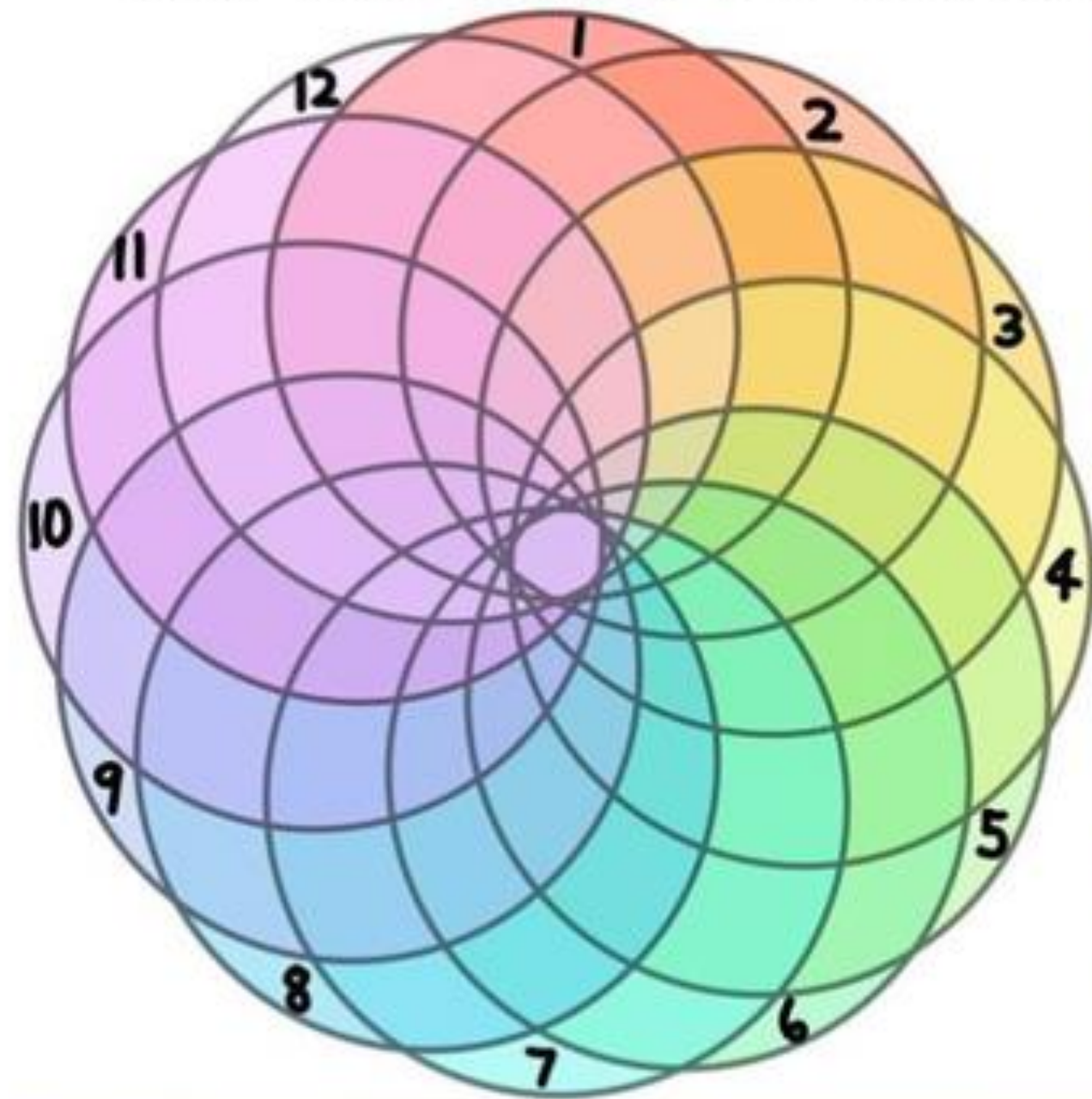
Let's discuss!

Vulnerability can affect 'anyone' at 'anytime'



How do you respond?

INTERSECTIONALITY



- 1 Race
- 2 Ethnicity
- 3 Gender identity
- 4 Class
- 5 Language
- 6 Religion
- 7 Ability
- 8 Sexuality
- 9 Mental health
- 10 Age
- 11 Education
- 12 Attractiveness
(...and many more...)

Intersectionality is a lens through which you can see where power comes and collides, where it locks and intersects. It is the acknowledgement that everyone has their own unique experiences of discrimination and privilege.

- Kimberlé Crenshaw -

@sylviaaducksworth

When you know
better you do
better!

Maya
Angelou



Credibility



Reliability



Intimacy



Self-orientation

= Trustworthiness



This is how you truly *woww!* your clients!

The 5 Elements of EXCELLENCE™

Business planning & communications

Team engagement & productivity

Operational & technology frameworks

Service innovation & client proposition

Brand strategy & marketing



'You' is no longer an option!



Do you have the right team?





A conceptual image showing five silhouetted figures standing on a narrow ledge of a dark, jagged rock formation. A large, irregular hole has been cut into the rock, creating a gap between the two sides of the cliff. The background is a bright, hazy sky. The overall color palette is dark with a strong blue and purple tint.

**“Great client journeys don’t start with clients –
they start with operations.”**

Michelle Hoskin

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Business Operations.



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Your **move!**



Thank YOU.



*Let's
connect!*



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