



April 2005

AN INVITATION TO A WORKSHOP THAT WILL CHANGE THE WAY YOU THINK ABOUT CUSTOMERS

Please join us for an intensive 1-day workshop, Wednesday, June 22nd, 2005 to discover how to **ALIGN STRATEGY AND MEASURES WITH CUSTOMER PRIORITIES**. This fast-paced and hands-on leadership workshop outlines a new, easy-to-understand way to assure customer-centeredness while:

1. Integrating existing improvement initiatives (such as CRM, ISO 9001, CRM, Change Management)
2. Strengthening four essential pillars of the organization's strategic plan
3. Uncovering who your customers are and what they really want
4. Balancing performance measures
5. Improving supply chain alignment and performance

In our systems approach to improvement, a key determinant, **Creating a Customer-Centered Culture (C3)**¹, the business of customer satisfaction and value, has been around for 20 years, yet truly customer-focused cultures remain rare. Restaurants still haven't figured out that the most important part of a business lunch, is not the lunch...interactive voice response systems are frustrating mazes...and the path to improving industry and government likely has more to do with policy and procedure and less to do with information technology, trucks and machinery. As executives and change leaders, we will always be challenged to keep our organizations focused on customer success. Barriers to sustaining this focus include:

- **Internally focused, activity-oriented strategic plans:** moving the ball is often confused with winning the game.
- **Incremental vs. innovative:** continuous improvement is good enough. Seeking to be a better candle maker will not result in creating light bulbs. A radical rethinking of basic assumptions is required.
- **Survey dependence:** asking the wrong questions of the wrong people in the wrong way, but doing it repeatedly so there is a trend. Surveys are often effective only for wrapping fish.
- **Measurement imbalance:** big focus on what we internally care about, little focus on customers' priorities. Measures of success are unknown or unused.
- **Initiative proliferation:** so much to do, people have forgotten what the goal is. New initiatives are perceived as replacing or adding to what is currently in place and not integrated as part of the whole.

The end result is that processes are improved, costs are cut but **customers notice no difference**. Most change initiatives may say customer success is a priority, yet put all the attention on improving process.

SPECIFIC WORKSHOP OBJECTIVES

During this workshop you will learn how to:

- Articulate the key new elements of your customer-centered strategic direction
- Define the eight (8) dimensions of "success" to measure
- Better align existing strategic initiative(s) with enterprise and customer outcomes
- Identify who your customers really are, differentiated by their three (3) possible roles.
- Uncover and anticipate emerging expectations
- Reasonably expect short-term returns on investment of 10:1
- Formulate a Rapid Deployment action plan
- Lead your organizational culture toward true customer-centeredness

¹ C3 is a registered trademark of International Management Technologies, Inc. www.lmtc3.com.

OUR WORKSHOP LEADER



Our alliance partner and presenter is best-selling author, Rob Lawton. Rob is a provocative, humorous, engaging speaker, with over 25 years experience directing both strategic and operational improvement initiatives. Rob uses participants' observations of real life to provide a compelling illustration of why a customer-centered culture matters to those seeking differentiation and leadership. Rob is regularly ranked "Best Speaker" at international and national conferences sponsored by the American Society for Quality, Association for Manufacturing Excellence, International Standards Organization and others. Rob is the President of International Management Technologies, Inc. (IMT) and an internationally recognized expert in creating rapid strategic alignment between enterprise

objectives and customer priorities. His powerful but easy-to-understand principles and tools are outlined in his first book, **Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed** available from Quality Press or www.imtc3.com.

PARTICIPANT COMMENTS

"This (Customer-Centered Culture) model is one that can be effectively used by decision makers as well as every individual in the organization. It is the most effective model I have seen in my 15 years in management. It is a powerful change tool." David Leary, Director, Lawrence Livermore National Laboratory

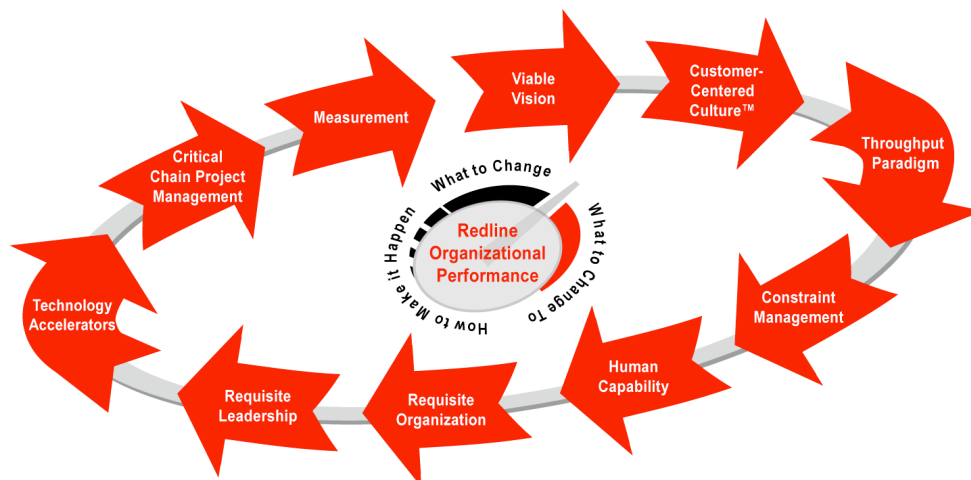
"This created excitement about 'what's possible' and gave the members of the leadership a new way to evaluate the work they and the organization do." John Powers, Director, Eastman Kodak

"The whole focus of this process was: 'What is it our customers want and how can we best deliver it?' We think this has had a very beneficial effect on how we're doing business. It is being reflected now in the satisfaction of our customers." Mike Bensen, Chief Information Officer, State of Missouri

AN INTRODUCTION TO YOUR HOST...Redline Advisors Inc.

This event is brought to you by Redline Advisors Inc. Redline is an Alberta based management consulting firm that employs a systems approach to help organizations strengthen people, organizational performance and customer satisfaction. Improvement is about deciding **what to change, what to change to, and how to make it happen**. After 25 years of executive coaching and management consulting, the Redline team has identified **10 determinants** that, when implemented in an integrated, holistic way can drive significant performance improvement. Redline has enjoyed a 10 year relationship with Rob Lawton and International Management Technologies. Learn more about Redline at www.redlineadvisors.com.

ACHIEVING AND SUSTAINING IMPROVED ORGANIZATIONAL PERFORMANCE: 10 DETERMINANTS



ALIGNING STRATEGY AND MEASURES WITH CUSTOMER PRIORITIES

WHO SHOULD ATTEND

Senior management and change leaders responsible for developing the strategies or systems to improve enterprise performance, competitive position and customer success.

REGISTRATION

This rare public opportunity to spend an unforgettable day with Rob Lawton will be held:

Wednesday, June 22nd, 2005 in Edmonton, Alberta

Begins: 06/22/2005 08:30 AM

Ends: 06/22/2005 04:30 PM

Location: Telus Centre for Professional Development, University of Alberta
87 Avenue and 111 Street, Edmonton, Alberta.

The cost for the event is \$495 per person or \$1,500 for teams (maximum 5 persons). TEAMS REGISTERED BY MAY 15th pay \$1299. To enhance learning, we highly recommend that you participate as a team. Course materials, autographed books, lunch and GST included.

To register, either please fill in the blanks below and fax this page to Peggy Perkins at 941 907 0667, email this page to peggy@imtc3.com, or call Peggy or Dar at the numbers below.

Contact Name (Team Leader)	_____	Phone _____	Fax _____
Names of Other Participants	_____	Phone _____	Fax _____
	_____	Phone _____	Fax _____
	_____	Phone _____	Fax _____
	_____	Phone _____	Fax _____
	_____	Phone _____	Fax _____

Company _____
 Team Leader's Title _____
 Mailing Address _____
 Amount Enclosed _____ (GST is included in the above price)
 Payment method (check one): Please invoice us Visa MC Amex
 Name on Card _____ Card Number _____ Expiry _____

For more information contact Dar or Peggy:

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I promise you, this session will change the way you think about your customers.

Sincerely,
Redline Advisors Inc.

Dar Schwanbeck, CMC
Partner & Vice President