

TradePros Network Book Review Series:

Discovering valuable insights and principles is always helpful for those of us dedicated to providing excellent service. Our customers, employees and shareholders rely on constant dedication and improvement to be the best we can be. I am sharing key excerpts from best selling business authors and I hope you find these writings as valuable as I have.- Mike McBride, Founder and President of TradePros Network.

Discovering the Soul of Service by Leonard L. Berry

Leonard L. Berry has written several books related to the topic of service in business. In, **Discovering the Soul of Service**, he reviews 14 world class service based businesses and discovers that there are nine “drivers” that all 14 companies shared. These companies are diverse in their product or service offering, yet they share common traits or “drivers” that help set them far apart from the competition.

Some of the 14 companies you are more familiar with like: Chick-fil-A, USAA Insurance, Enterprise Rent -A- Car, and The Container Store and others less well known. Even though these companies have vastly different offerings their service drivers are the same. Let’s look at the key findings and cover the first driver in more detail.

The Central Driver- Values Driven Leadership.

This core driver gives root to the other 8 drivers:

- Strategic Focus
- Executional Excellence
- Control of Destiny
- Trust-Based Relationships
- Investment in Employees Success
- Acting Small
- Brand Cultivation
- Generosity

“Great service companies build a *humane* community (the organization and its partners) that *humanely* serves customers and the broader communities in which they live. Everyone benefits from the existence of a great company- customers, employees, suppliers, investors, cities, nations. Strong institutional values enabling human beings at work to realize their full potential as individuals and as members of a community contribute to the creation of compelling value inside and outside the company. The company survives as a success because it is more fully alive.”- Leonard L. Berry

So let's discuss more about this first and the key driver- **Values- Driven Leadership** . According to Berry the leader(s) and usually the founder of these excellent companies sets the service culture of the organization as foundational to it's day to day existence. It is like the only healthy and correct way to respond to the constant customer and marketplace challenges is to follow the values set forth in the culture of the company. Berry states: " What sustains commitment to service, harmony, and improvement is a strong and clear set of values that include service excellence, mutual respect, honesty, and integrity... The values of senior leadership have resulted in an organization of decision makers with similar values..."

When an organization lives from the same shared quality values the outcome is predictable- you have more success! Employees are empowered and customers are delighted to do business over and over again with such a company. You may ask: Don't things change when the company grows?". Herb Kelleher, founder of Southwest Airlines writes: "Obviously, you manage a \$25 billion dollar company differently than you do a \$25 million company. But you change your **practices**, not your **principles**."

Core Common Values: The following core values were shared by all of the 14 companies in the book's study. "They are interrelated, organic to the defining culture that transforms a corporation on paper into an achieving community in practice." Berry states. Here is the list of these core values:

- Excellence
- Innovation
- Joy
- Teamwork
- Respect
- Integrity
- Social Profit

These values are not pushed upon customers, employees, vendors- all shareholders. These values generate benefits to all parties involved!

Next in this book review series I will continue with a closer work of how these core common values directly lead to business and personal success.

If you would like assistance in improving the performance of your company please contact me. I offer 1 and 2 day Leadership Workshops at your place of business. Topics regarding culture that are typically requested include: Establishing Guiding Values, Developing a Mission Statement, integrating these values in your Marketing plans, Employee

Empowerment strategies, to name a few. Performance based workshops covering Best Practices in Pricing, Purchasing, Sales and Marketing of your service business are available as well.. These workshops can be custom designed around your needs and scheduled according to your best time of the week.

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Best,

Mike McBride