*Success in today’s competitive environment is harder and harder – yet those organizations that succeed have found a way of balancing the task and relationship dimensions to deliver competitive products and services and build their brand and reputation*

***It’s not just about numbers – creating competitive advantage through effective relationships***

Today’s clients want it all – the days of “you can have it on time, or good quality or cheap” have gone to be replaced by “I want it now, I want it perfect and I want it at the lowest cost.” This presents a major challenge to business leaders and managers who struggle to keep processes and costs under control, yet want to be seen as “customer oriented” in their day to day dealings with their clients. Many organizations deliver short term financial performance yet fail to thrive and grow because they create upset customers when problems don’t get fixed. This extends to problems with products or services that don’t work and need to returned or replaced.

Never have business values been more critical as they create the basis for organizational behaviour; this commitment to “how we behave” sets the foundation for the way in which work is actually done and how we want to be seen by those key stakeholders that are critical to our business. Unfortunately many organizations develop values yet fail to make them become “the way we do things around here.”

If your organization is really serious about its ability to succeed through effective performance then leadership is where you need to start. Every person needs to know not just what is expected in terms of task (what we do) but also how we are expected to behave to preserve our reputation and build our brand.

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| Nick Shepherd is a leading consultant and PD facilitator, who has been developing and delivering professional development workshops for almost twenty years. He is a Fellow of the Institute of Certified Management Consultants of Ontario (FCMC - Honour Roll), and Past President of the Institute, Nick is Past Chair of the National Certification Committee for all Institutes of Management Consulting across Canada; is Past Chair of the Professional Standards Committee of the International Council of Management Consulting Institutes (ICMCI) and served as one of four trustees for Canada at the ICMCI.. Nick has been a CGA (Certified General Accountant) for over 30 years and received recognition as a “Fellow” of the Association in 2010. Nick is a Fellow of the Chartered Association of Certified Accountants (FCCA UK), and a Fellow of the Chartered Management Institute (FCMI – UK). Nick is a senior member of the American Society for Quality and Past Chair of the Quality Costs Committee of the Management Quality Division. Nick is also a member of Mensa. | Head Col white back.jpg |