

EXPERIENCE MATTERS


Dr. Sean C. Payant
Chief Consulting Officer



START WITH WHY

How Great Leaders Inspire
Everyone to Take Action
by Simon Sinek

ACCELERATING GROWTH

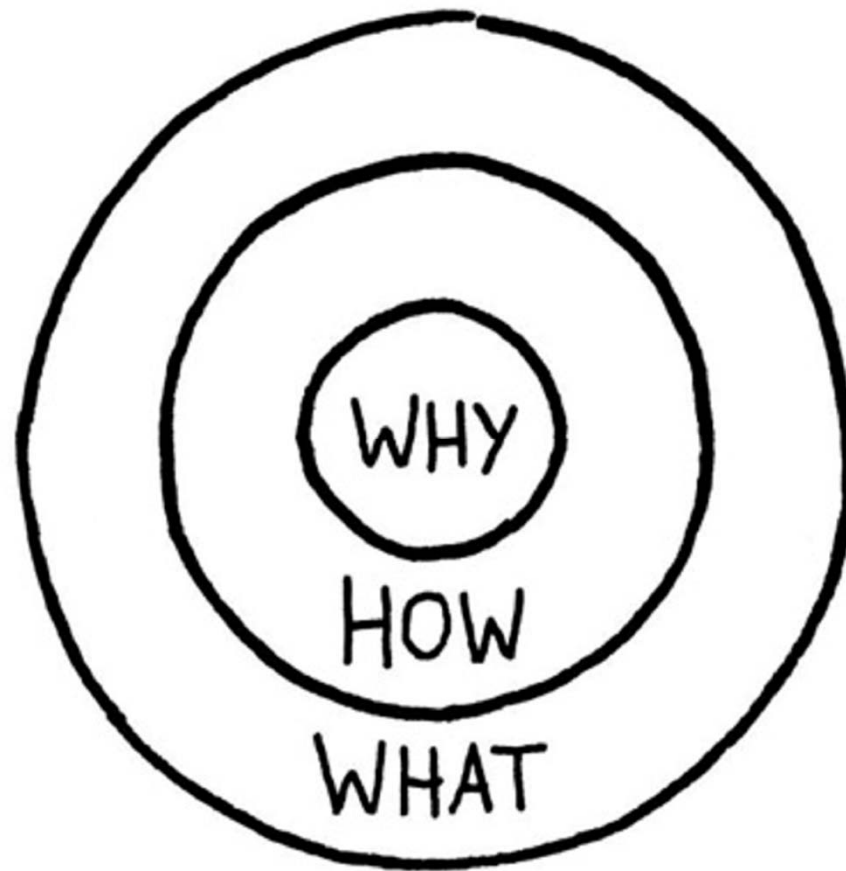
A man with dark hair and glasses, wearing a maroon button-down shirt, is sitting on a balcony. He is looking slightly to his right with a gentle smile. The balcony has a dark metal railing. In the background, there are brick buildings and a potted plant on a table to the right.

**“People
don’t buy
what you do,
they buy why
you do it.”**

Simon Sinek

ACCELERATING GROWTH

We can't win unless
we understand
and embrace
the objective.



ACCELERATING GROWTH

WHY

Purpose, cause, belief

HOW

Actions to bring about your purpose

WHAT

Tangible proof of the why

Our what
always reveals
our why.

ACCELERATING GROWTH

In other words
what we do
always reveals
what we believe.

Is our focus on
making money
from our
customers ...
or...



ACCELERATING GROWTH

... is our focus
on serving our
customers, and
if we do that
well, we'll
make money?



ACCELERATING GROWTH

The Will to Win

ACCELERATING GROWTH

1

Be Nice

(to customers, strangers and each other)



A culture of
welcoming
people.

ACCELERATING GROWTH

2

Create and respond to
sales opportunities



A culture of
engaging people.

ACCELERATING GROWTH

3

Ask for the Business



A culture of
wanting people.

ACCELERATING GROWTH

4

Make rules for the 99%



A culture of
trusting people.

ACCELERATING GROWTH

The Outcome:

What is the result?

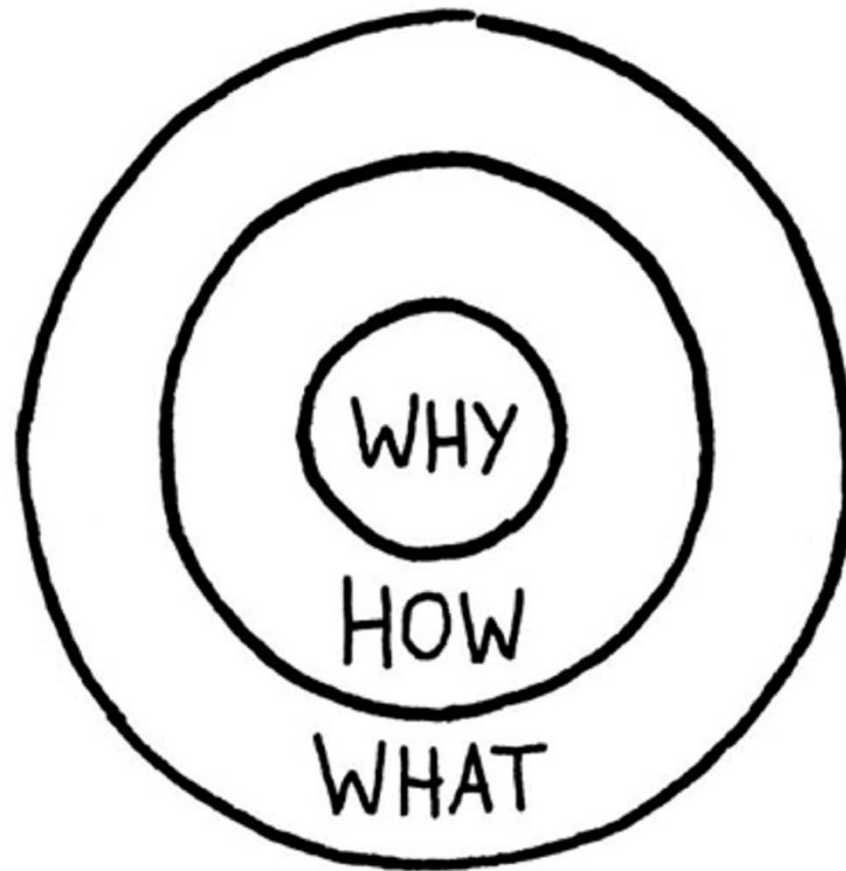


A culture of
valuing people.

ACCELERATING GROWTH

	To make money	To serve customers
Be Nice	<i>Get people to think we care.</i>	<i>Help people feel welcome.</i>
Create and Respond	<i>Find ways to get to people to buy stuff.</i>	<i>Help people feel we're eager to serve and help them.</i>
Ask to Open	<i>Use good sales techniques to "close the deal."</i>	<i>Help people feel wanted.</i>
Make Rules for 99%	<i>Get as much business in the door as possible.</i>	<i>Help people feel trusted and respected.</i>

ACCELERATING GROWTH



ACCELERATING GROWTH

**We believe we
are in the
customer service
business.**

**Marketing brings
people in and service
gets them to return
with friends.**

Most banks offer
good service.
Our service must
be great.



ACCELERATING GROWTH



ACCELERATING GROWTH

**Casa Bonita is loved
not for their best *food*,
but because they offer
the best *experience*.**

EXPERIENCE **MATTERS**

ACCELERATING GROWTH

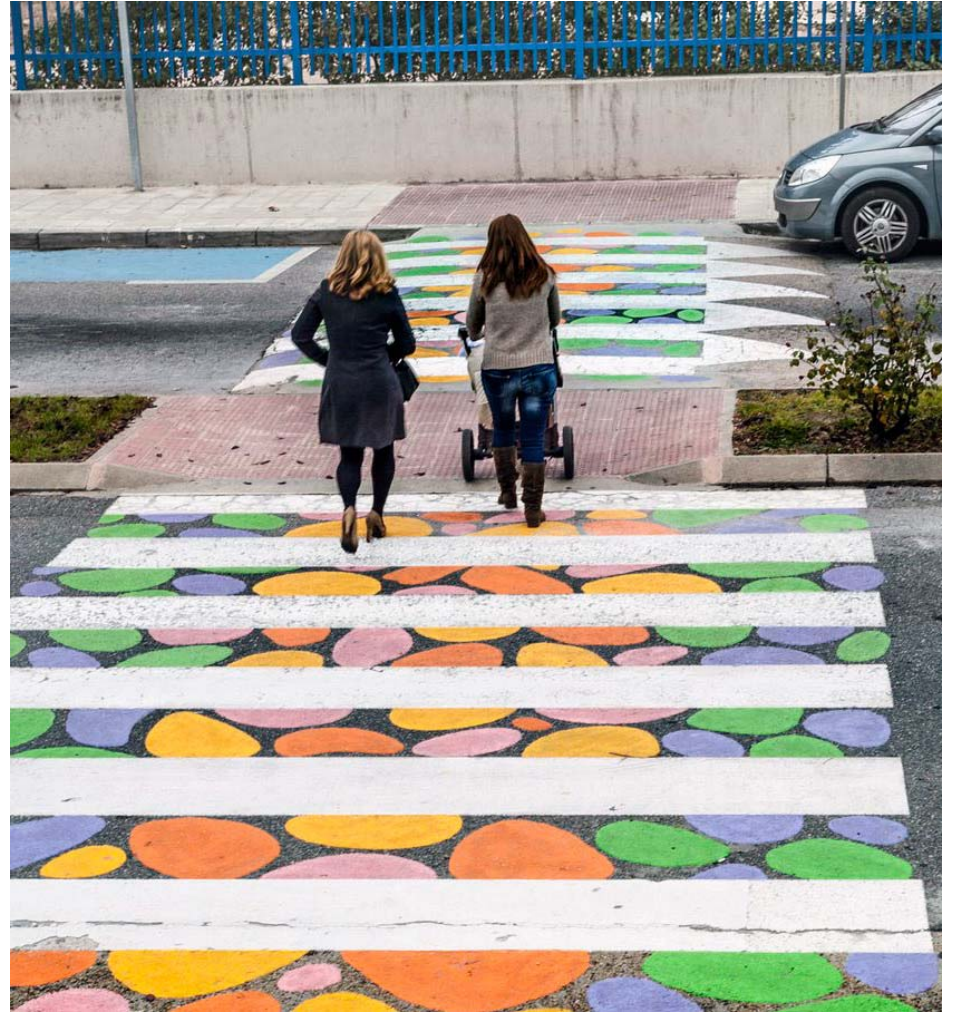
**We are already and
always creating a
customer experience.**

ACCELERATING GROWTH

**Customer experience
is broader than
customer service.**

**The evaluation of the
customer experience
is the way we make our
customers feel.**

Impressive customer experiences



ACCELERATING GROWTH



ACCELERATING GROWTH



ACCELERATING GROWTH

Heart sets us apart

Introducing a vibrant look inspired
by our love of People.



ACCELERATING GROWTH



Employees

Passengers

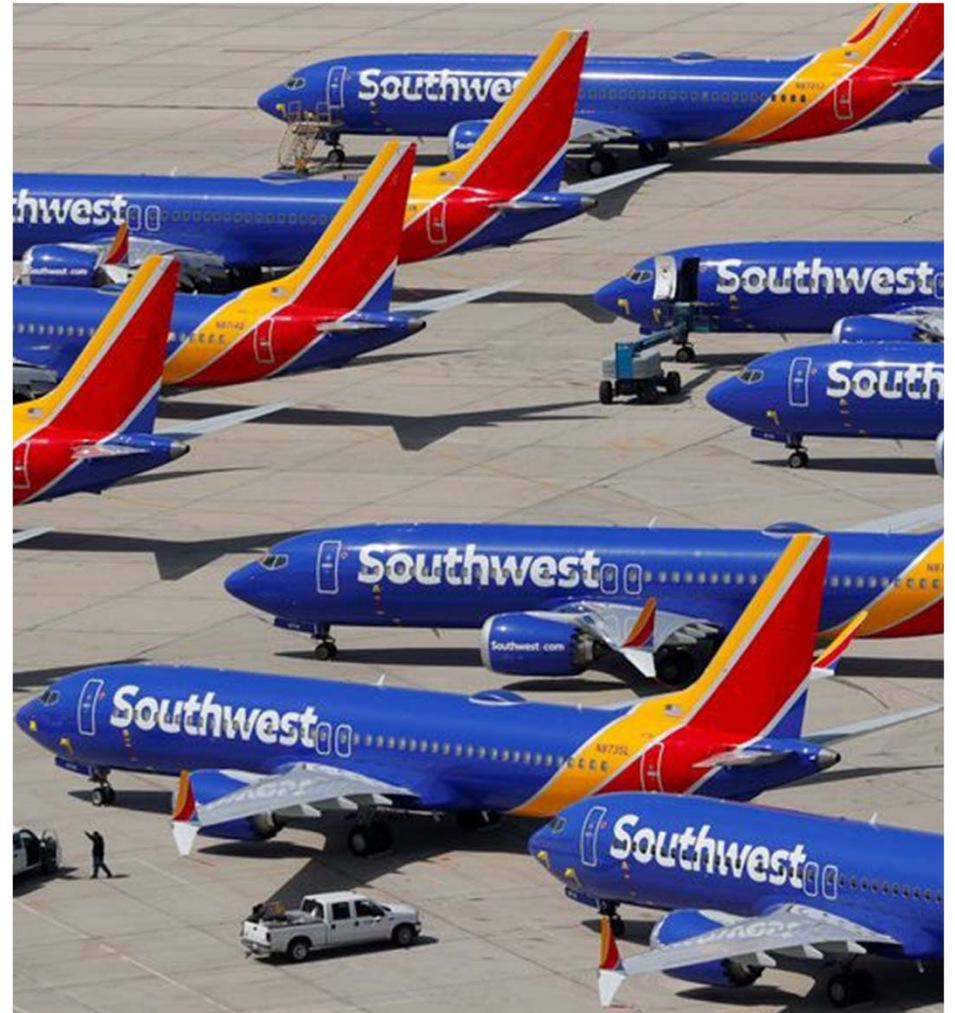
Shareholders

ACCELERATING GROWTH

Individual Reflection::

How is the pyramid built in your
financial institution, department
and/or team?

***Profit is the
applause you get
for creating a
motivating
environment for
your people and
taking care of your
customers.***



ACCELERATING GROWTH

**“Always
Extraordinary,
Occasionally
Remarkable.”**

Extraordinary:
adjective - beyond
what is usual, ordinary
or regular.



ACCELERATING GROWTH

**“Always
Extraordinary,
Occasionally
Remarkable.”**

Remarkable:
adjective - create
comment or remark.



SERVING THE STRANDED

CHICK-FIL-A SERVES UP FREE FOOD IN THE SNOW

ACCELERATING GROWTH

EXTRAORDINARY EXPERIENCE	REMARKABLE EXPERIENCE
Standard practice	Surprise
Consistently repeated	Never repeated
Always intentional	Planned or spontaneous
May not be noticed	Can't be missed
Internally evaluated	Externally evaluated

Dan Cathy,
CEO, on going
the “second
mile.”



ACCELERATING GROWTH



ACCELERATING GROWTH

How do we offer products and services....

MORE EXTRAORDINARILY?



ACCELERATING GROWTH

What do you think?

*TO THRIVE, MAYBE WE SHOULD:
Stop selling stuff and begin to
focus on enriching lives.*

**“Always
Extraordinary,
Occasionally
Remarkable.”**

Remarkable:
adjective - create
comment or remark.

Heart sets us apart

Introducing a vibrant look inspired
by our love of People.



ACCELERATING GROWTH

What actions could your BANK take to become....

MORE REMARKABLE?

WHY

Purpose, cause, belief

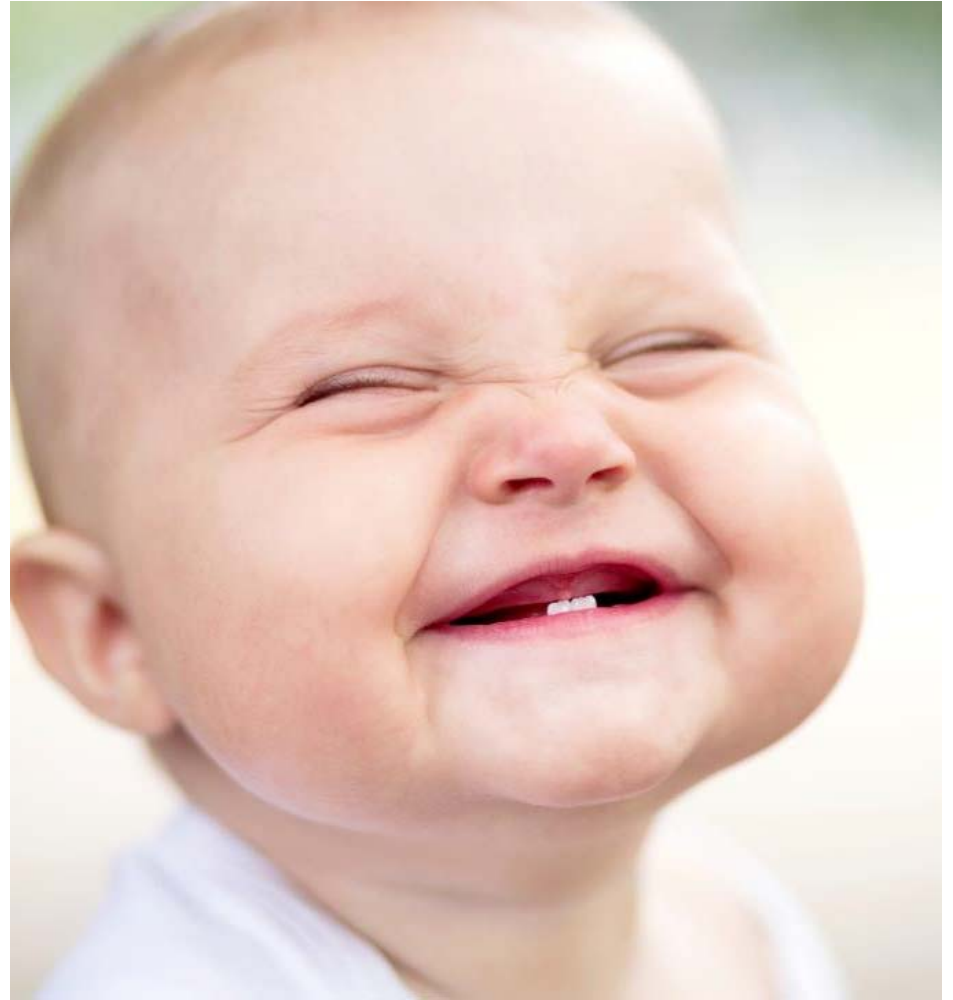
HOW

Actions to bring about your purpose

WHAT

Tangible proof of the why

No matter
what, do it like
you mean it!



ACCELERATING GROWTH

Don't Hesitate to Reach Out:

Sean C. Payant

Chief Consulting Officer

Haberfeld Associates

206 S. 13th Street, Suite 1500

Lincoln, NE 68508

Phone: (402) 440-0947

Email: sean@haberfeld.com

Web: www.haberfeld.com



ACCELERATING GROWTH

EXPERIENCE MATTERS

ACCELERATING GROWTH