



This month:
**PURPOSE VS.
FUNCTION**

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what's your purpose?

What is it that your company is known for? As a leader, what mark are you trying to make with your team? You may know your individual position functions, but are you clear on your *purpose*? What is it that you want your customers to experience in their dealings with your company? Is everyone on your team working with a similar mindset?

This month we explore the difference between *purpose* and *function*...

"What you do speaks so loudly that I cannot hear what you say."

- Ralph Waldo Emerson



is your purpose clear??

Make sure the message that you send to your team and your customers is unmistakable!

WELCOME

TRIOPLUS GROUP WISHES TO EXTEND A WARM **WELCOME** TO ALL THE PEOPLE WHO JOINED THIS NEWSLETTER AFTER HEARING DAVID COLMAN SPEAK AT THE **NCBS RETAIL BANKING CONFERENCE IN ATLANTA, GEORGIA** LAST MONTH!

FEEL FREE TO PASS THIS ON TO ANYONE YOU FEEL MAY BENEFIT FROM SOME MONTHLY

INSPIRATION!



the most important words a leader can use:

The Six Most Important Words: *"I admit that I was wrong."*

The Five Most Important Words: *"You did a great job."*

The Four Most Important Words: *"What do you think?"*

The Three Most Important Words: *"Could you please?"*

The Two Most Important Words: *"Thank you."*

The Most Important Word: *"We."*

The Least Important Word: *"I."*

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"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."

- Jack Welch

When I met recently with my business partners for our quarterly get-together, we began to talk about how we introduce ourselves when we meet people for the first time. We soon realized that we do what most people do. When asked, we tend to tell people what our business functions are as opposed to what our business purpose is. For example, we tell people that, amongst other things, we deliver and design training programs. What we should be telling clients and potential clients, we agreed, is that our business purpose is to help clients benefit the most from their human resource assets (that's people to you and me). How we achieve that, through customized training programs, is, of course, one of our business functions.

As academic as all this sounds, it is very easy to spot organizations that are solely function focused as opposed to companies that realize the importance of both. You can put this to the test. Phone a company and ask, "Who is responsible for customer satisfaction in your organization?" If the answer is, "The person responsible won't be back until one o'clock" you could rightly assume that that organization is function focused. If, on the other hand, the response is, "I can gladly help you" you're probably dealing with a company whose employees understand their purpose as well as their functions.

Anyone who has been to Waikiki Beach is probably familiar with Chuck's Steakhouse right on the beach in the Outrigger Hotel. The views are spectacular and the food is very good. Shawn Balmoja is the General Manager of Chuck's. He understands the importance of both his business functions and purpose and he makes sure every employee of Chuck's does as well. Even though an employee's function may be to wait tables, get drinks or clean up, each employee is responsible for making certain that every single diner has an excellent experience at Chuck's.

Typically, you may be served by as many as six people. Every employee is in constant motion, making sure you have a drink, that dirty plates are not sitting on your table, or that your food is prepared to perfection. Unlike many other restaurants that have certain employees work only in certain sections, at Chuck's everyone is responsible for every customer. As Shawn told me, "We've been doing it this way for a long time, and it seems to work well." Indeed it does. Every time I go to Chuck's, I watch how they serve and, in all the years I've been going there, I've seen a lot of very happy customers and I've never once seen a dissatisfied customer.

And through it all, the customer is in complete control. As you sip your drink, they will only take your dinner order when you are ready. You simply turn over your bill and they will come to you. I've experimented with this several times and someone has always taken my order within one minute of the bill-flip.

Come back from Waikiki for a minute and ask yourself these questions right now:

- ☆ Do I understand the business purpose of my company?
- ☆ Do I know, and can I perform, my business functions?
- ☆ Do all of the employees of my company know their business purpose and functions?

If the answer is 'no' to any of these questions, set a plan in place to fix it.

And if you want to see an organization that truly understands the difference between its' business purpose and its' business functions, hop over to Hawaii, have dinner and watch the sun go down at Chuck's Steakhouse on Waikiki Beach.

Oh, and by the way, they also make a mean mai tai!

