



DIFFICULT TRADING CONDITIONS MERIT A SPOT OF HUMAN GARDENING

Difficult economic circumstances generate fear in customers: fear of the future, fear of making a wrong decision, of wasting money, of being let down, of their future security. Employees need to be trained to expect more extremes of behaviour from customers as a result – greater aggression from some customers, others wanting to understand more thoroughly and taking more staff time to have things explained. Buying decisions taking longer to make and value for money becoming more important than ever. Problems will be seen by customers as much bigger than they really are, employees will need to be better informed and more patient, their empowerment to access knowledge bases and to exercise initiatives may have a disproportionately beneficial effect.

Employees' responsiveness to individual personality types will never be more effective than at this time, a time when the excellence of the customer experience is going to be appreciated more than ever before and an opportunity to win invaluable new advocates.

HARDY SPECIMENS

The adaptable individuals with potential to cope in changing conditions and in evolving roles are valuable – make sure you keep them. Everyone else will want them if you don't.

UNUSUAL STRAINS TO BALANCE YOUR GENE POOL

Whilst you may have some low performing stock that needs weeding, don't weed out the hybrids or the unusual in a difficult climate because they stand out. You won't have the benefit of their unique contribution when the climate eventually improves. Too many companies learn too late that reducing head count during a bad economic climate leads to a sterilised workforce. When the market improves, they have no one with any idea how to take advantage of the reviving opportunities.

FERTILISERS

Find new fertilisers and new ways of creating a good growing climate. Create micro-climates for each specimen, personal development programmes that will ensure continuous performance improvement by increasing individual potential and nurturing motivation.

We call it enriched coaching, you'll harvest the yield.