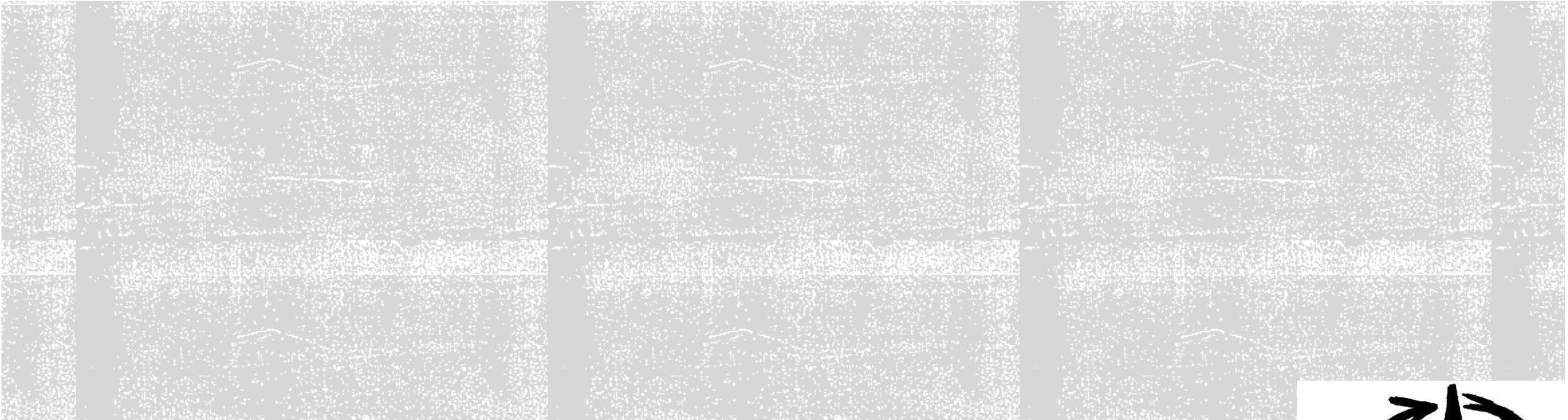


Approche Lean Axée sur L'Excellence du Service



Karyn Ross

Languages Canada Keynote

February 2019



Welcome! Bienvenue! 欢迎! Bienvenido! Witamy!



I'm Karyn Ross!

- Artist
- Author
- Coach
- Consultant
- Lean Practitioner

“Service is about putting the needs of others first!”



A Tale of Two Services...

Program #1

Program #2

**RING! RING!
RING!**



ANSWER THE PHONE!



Service Excellence? Not Service Excellence??



Some Current Problems for Organizations

Customer Retention

- Customers switch companies after one bad service experience



Low Employee Engagement

- Unhappy employees don't make for happy customers!



Rapidly Changing Customer Needs

- What used to be 'nice to haves' are now basic requirements



What Do Today's Customers Really Want?

✓ **Lean processes**

- ✓ What they want, when they want it, right the first time with ***no hassle!***

✓ **Luxury experiences at coach prices!**

- ✓ Same or lower price than competitor

✓ **Caring, human, personal, *real* connections**

- ✓ I'm not a machine, I'm a human being



They want it all – and they want it their way - NOW!

And...they never want to hear the words "I can't"



Why Is This Important for...



Language Institutions:

- ✓ **Efficient** use of time
 - ✓ Students
 - ✓ Faculty
 - ✓ Administration
 - ✓ Support
- ✓ **Fulfill** organizational purpose & flourish, thrive and grow for the long-term!

The **Value** for students is graduating with a meaningful education!



What Can We Do?

For Learners...



- **Learn English**
- **Get a Meaningful Education**
- **Graduate!**

Our People...



- **Work More Effectively**
- **Are Highly Engaged**
- **Learn and Grow as People**

Our Organization...



- **Have Better Outcomes!**
- **Wonderful Places to Work**
- **Flourish and Thrive**

To Make Canada Learners' First Choice?

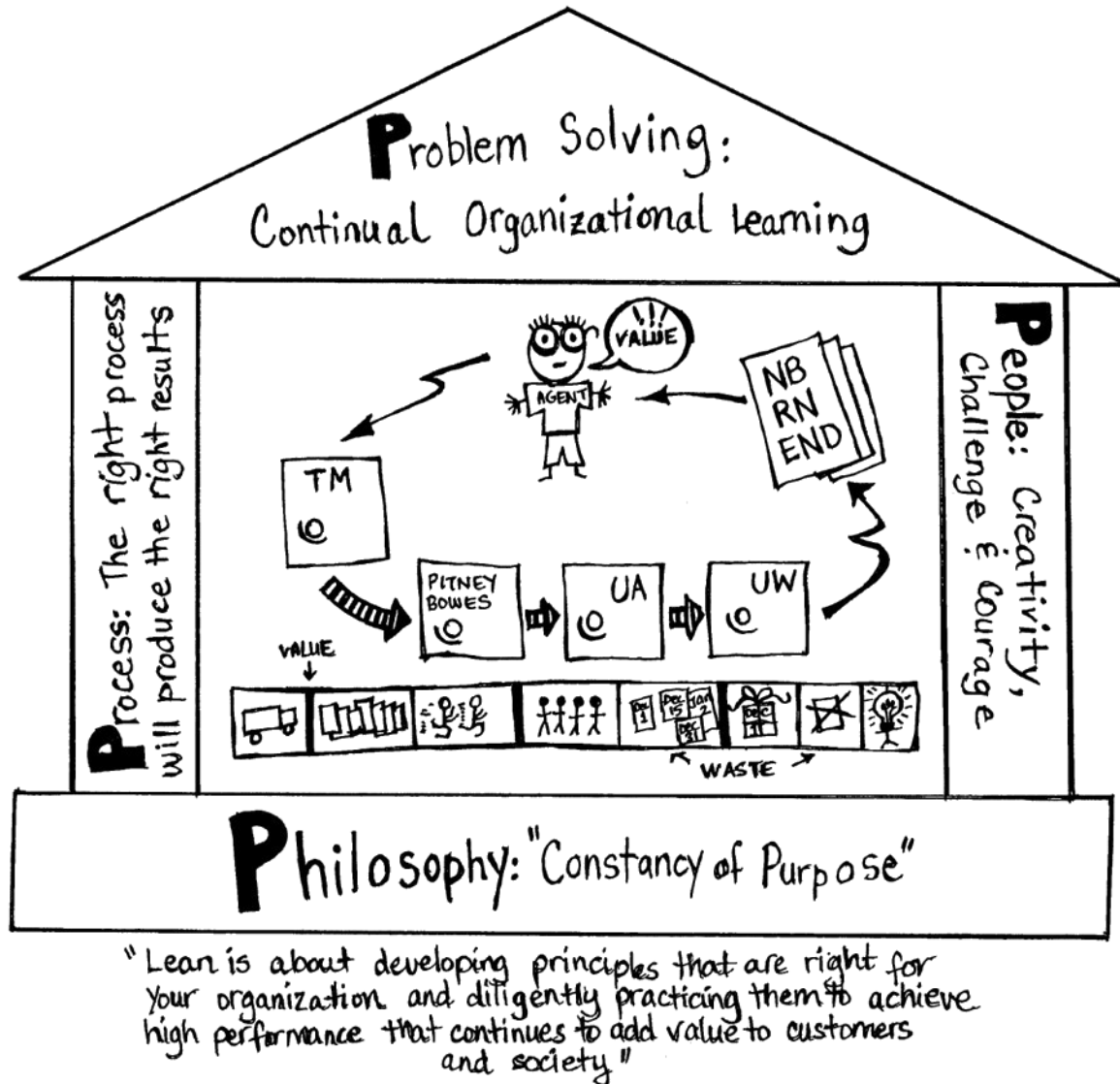


A Simple Fact...

“Hope is not a strategy...”



Lean is a Management System



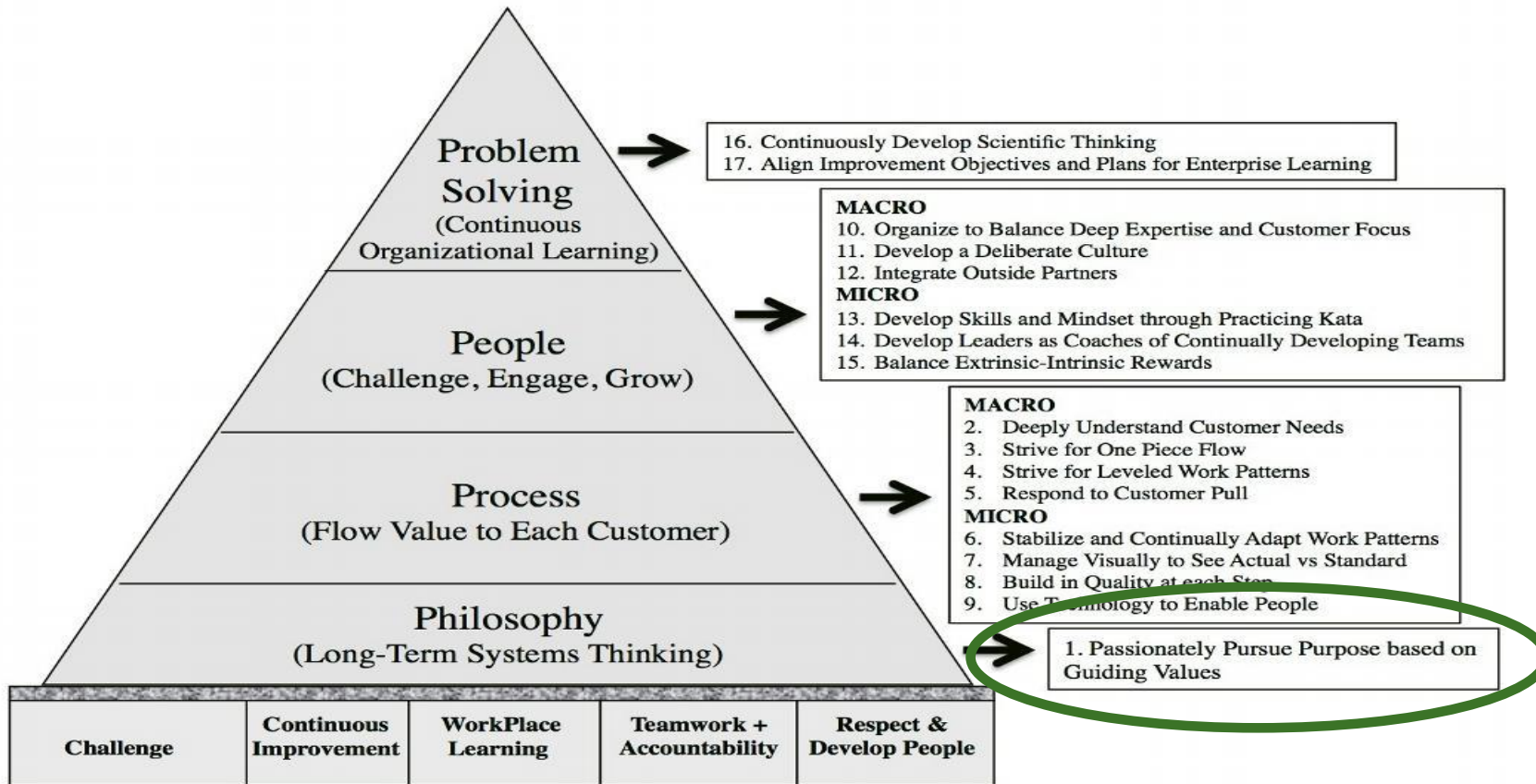
What is Lean?

- A systematic way of **managing** an organization to flourish, thrive and grow forever
- A **system** that connects everyone together in pursuit of shared, long-term purpose and organizational goals



Start with Purpose!

Figure 2.11 Service Excellence Principles in 4P Model



Principle 1:
Passionately pursue purpose based on guiding values

Toyota Way to Service Excellence, Figure 2.11 Used with permission.



Philosophy: Algonquin College

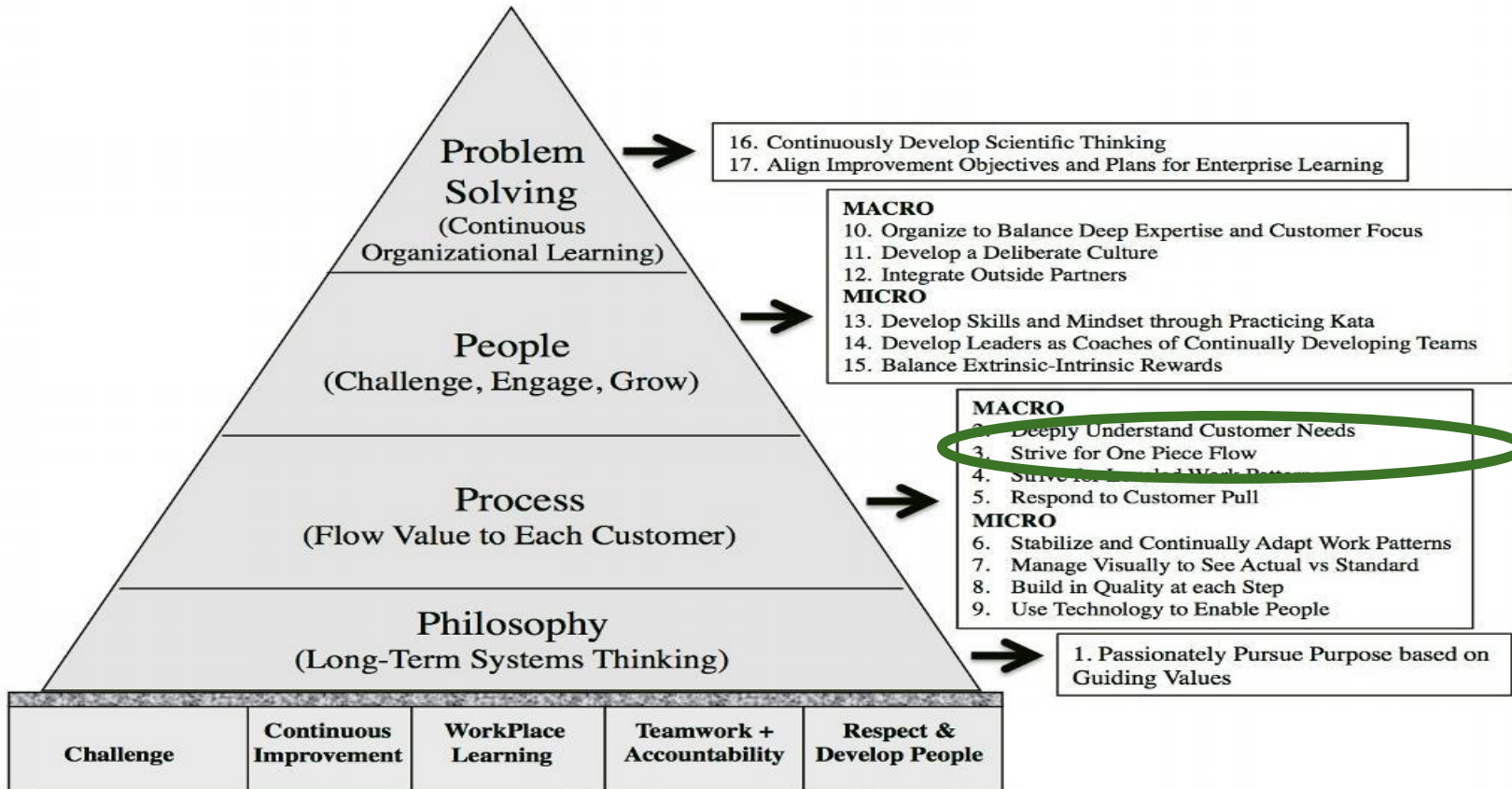


Mission: To Transform Hopes and Dreams
Into Lifelong Success



Put Customer Needs First!

Figure 2.11 Service Excellence Principles in 4P Model

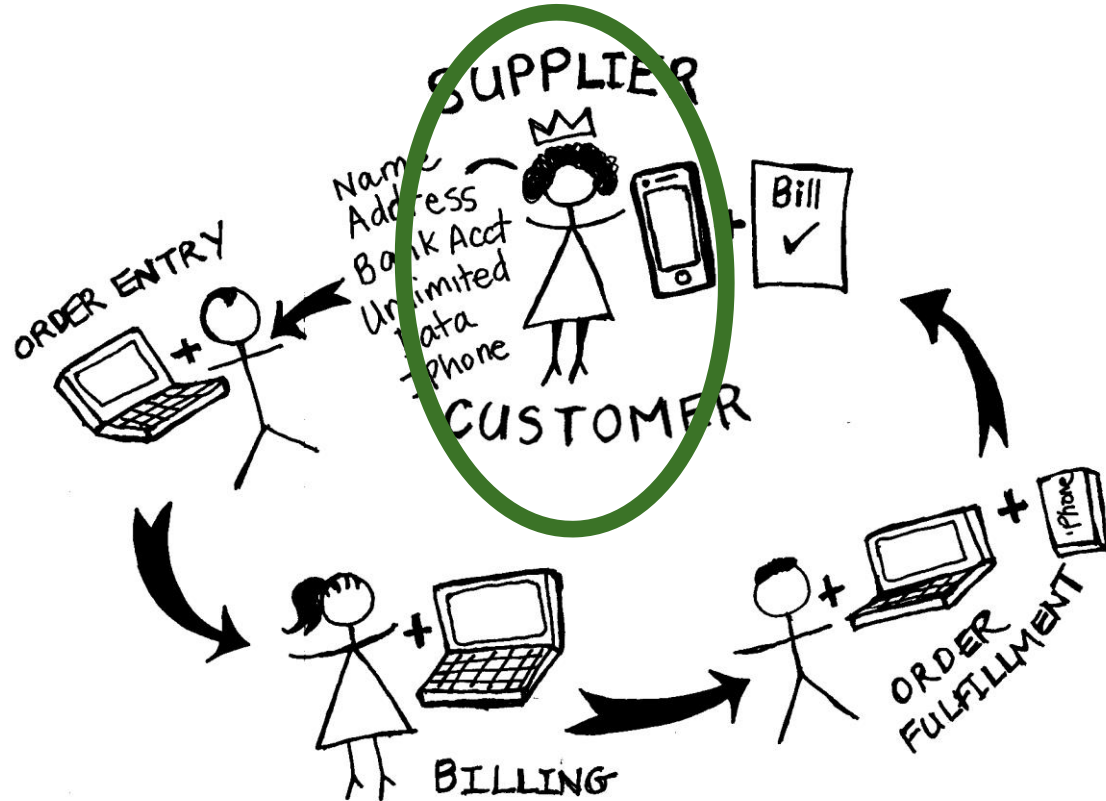


Principle 2:
Deeply Understand Customer Needs

Toyota Way to Service Excellence, Figure 2.11 Used with permission.



What Do **OUR** Customers Value?



Focus on *your*
CUSTOMERS!

**“SERVICE MEANS
PUTTING CUSTOMERS
FIRST”**

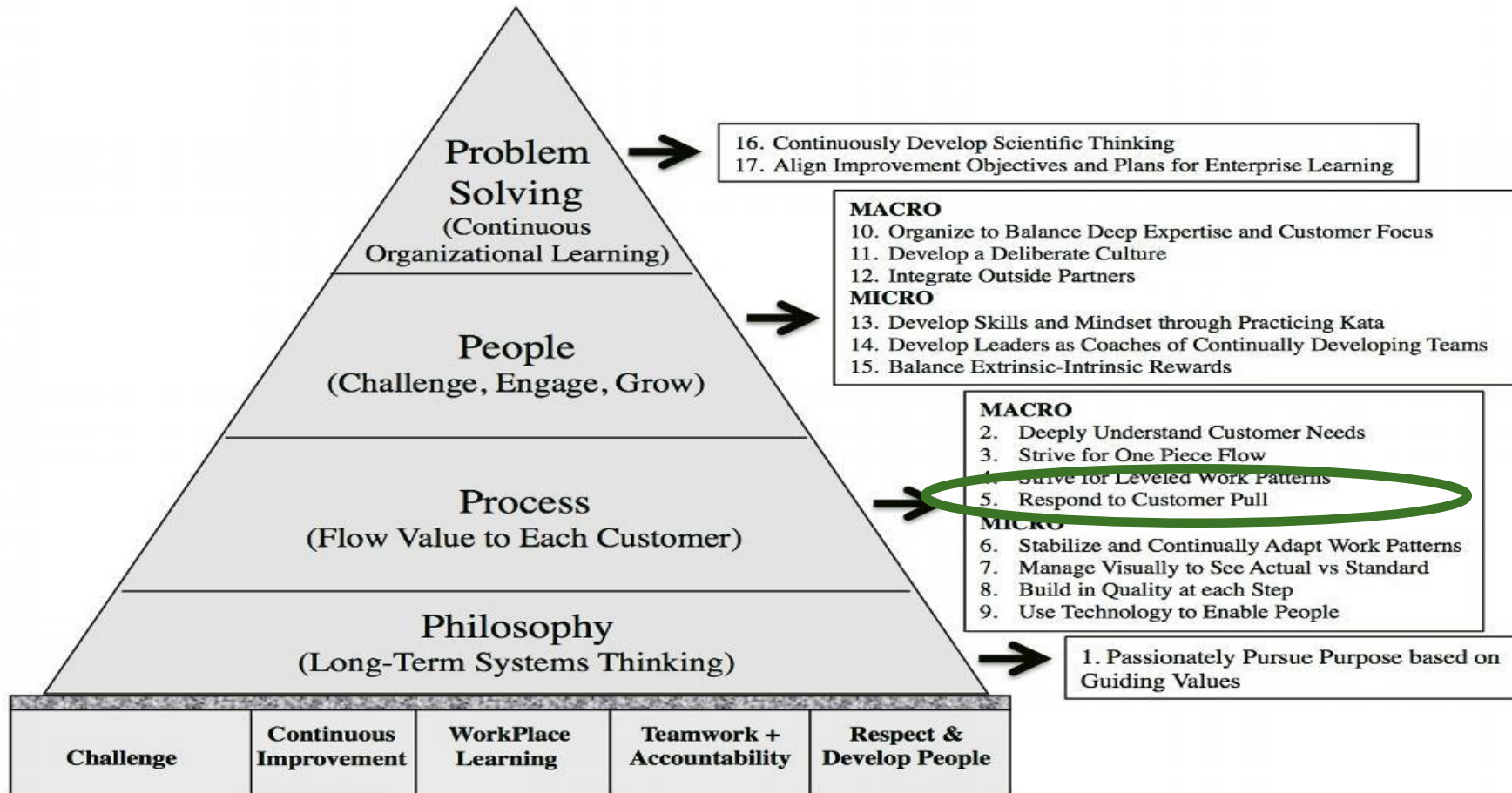
- Listen to the *‘needs’* under *‘wants’*
- Help our customers understand what they need...they may not know!

What do *they* really **NEED**?



Align Philosophy and Business Processes

Figure 2.11 Service Excellence Principles in 4P Model



Principle 3:
Strive for One Piece Flow!

Flow *Value* to Customers!

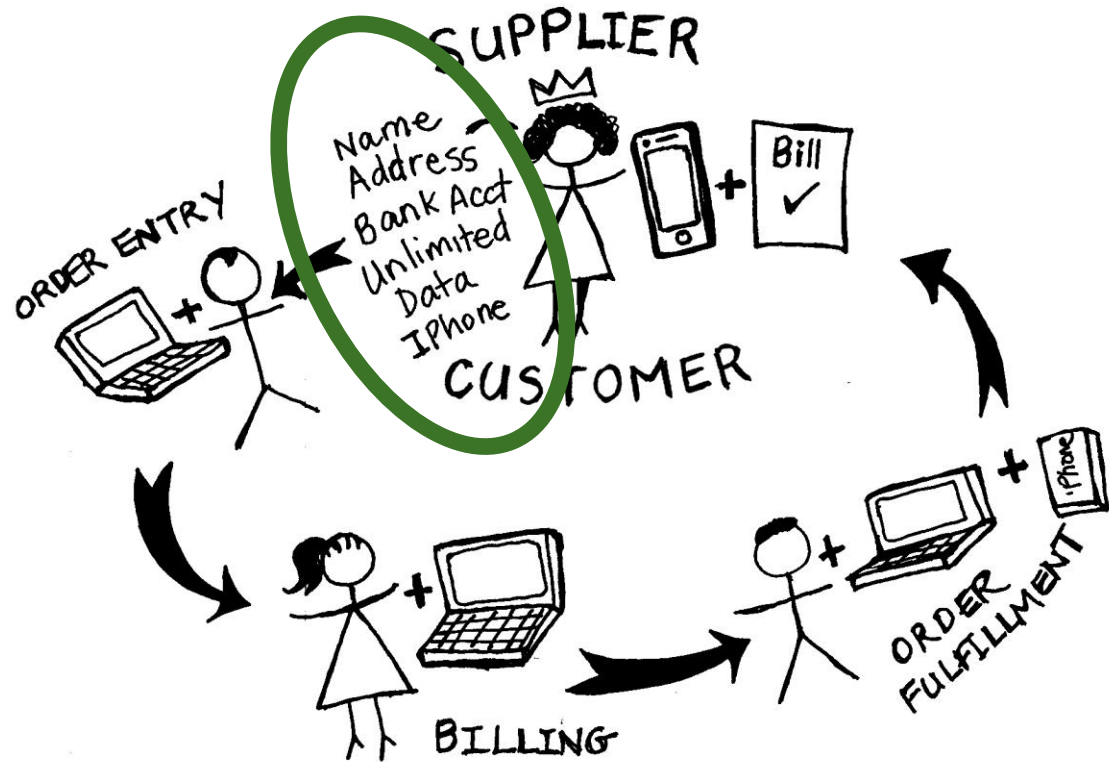


Creating Flow in Services...

Focus on working more **EFFECTIVELY**:

**“DO IT RIGHT
THE FIRST TIME”**

- Get all the information you need up-front
- All information 100% accurate
- Time is money!

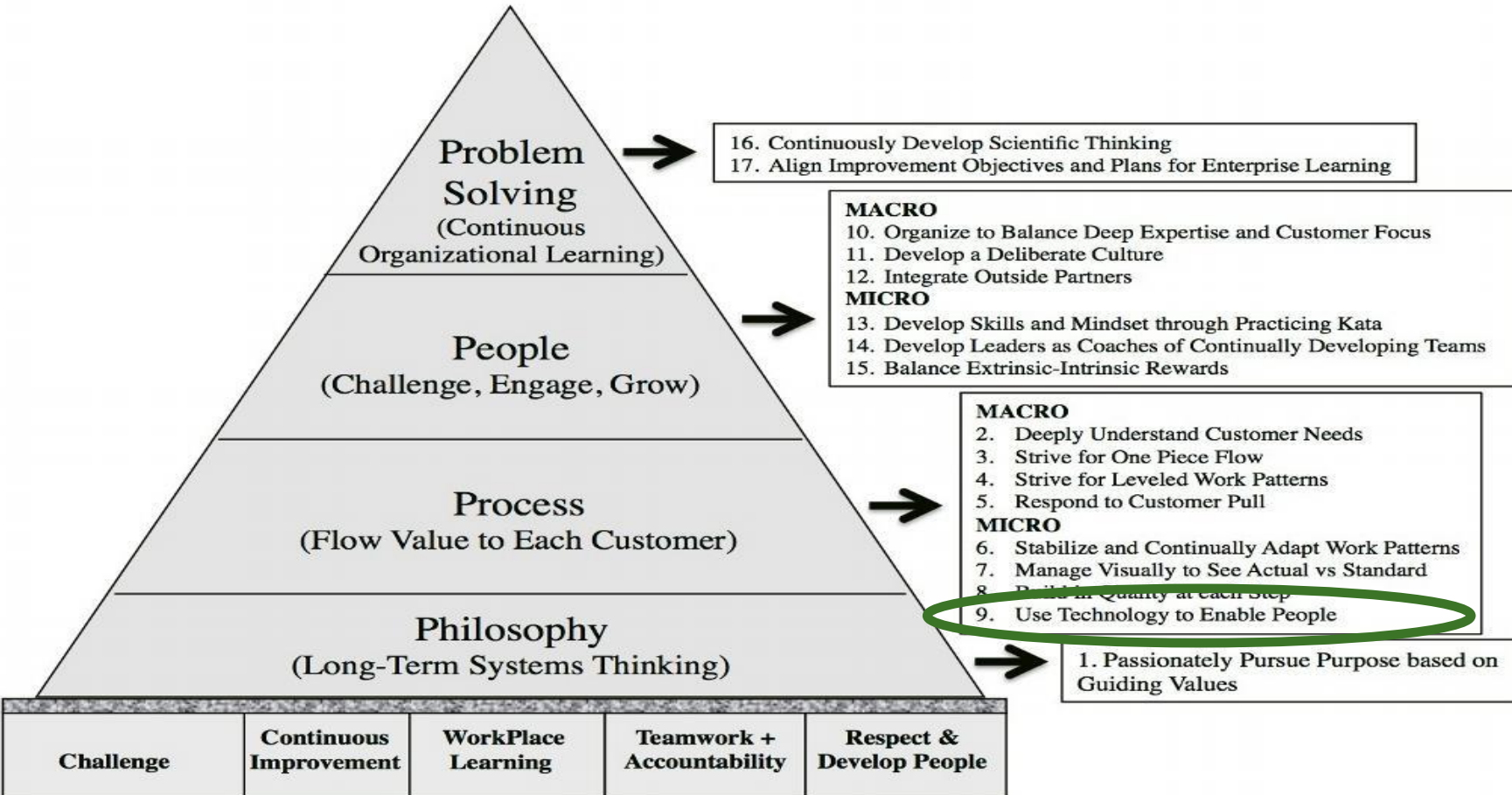


Effective = **Efficient**



Making Our Customers' Work Visible!

Figure 2.11 Service Excellence Principles in 4P Model

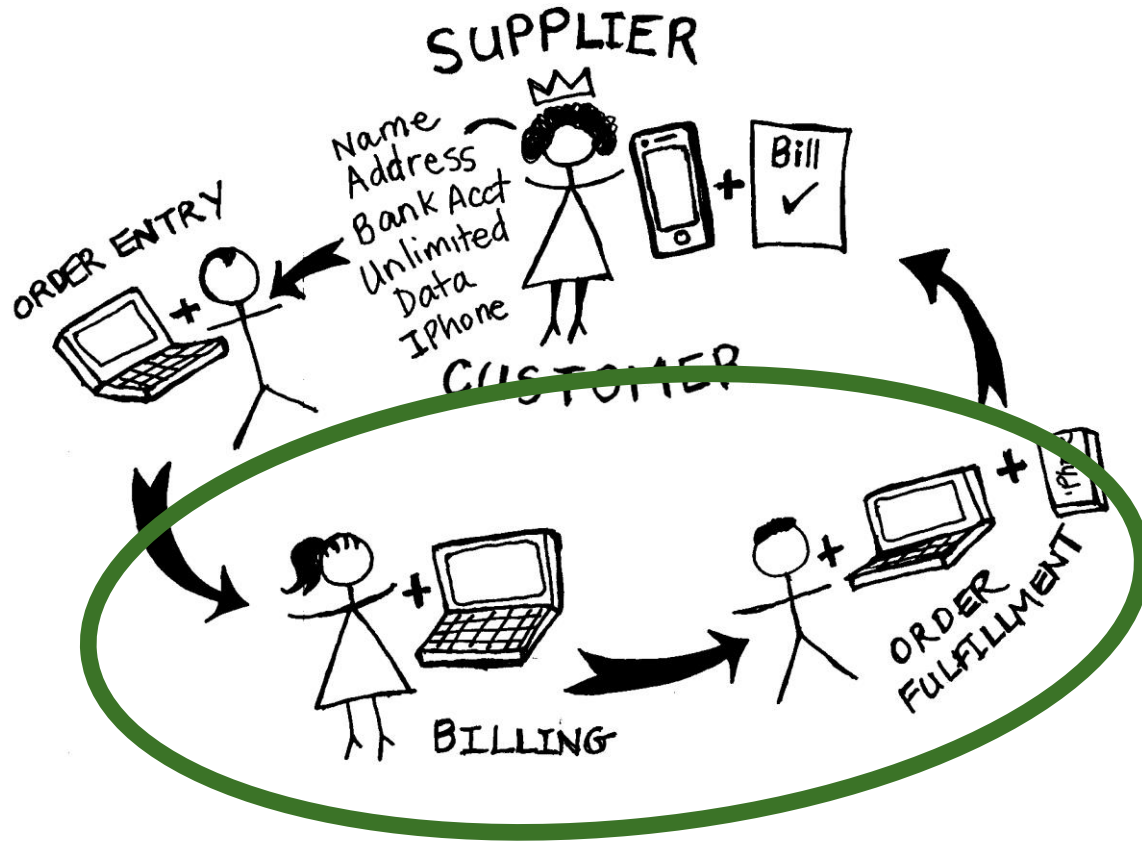


Principle 7:
Manage visually
to see Actual vs
Standard

If You Can't See It...You Can't Manage It!



Creating Flow in Services...



Make your customer's work

VISIBLE:

**“NOW YOU SEE IT...
NOW YOU DO IT!”**

- *Out of sight is out of mind...*

Visual + Management



Managing “The Means” (Visually)!

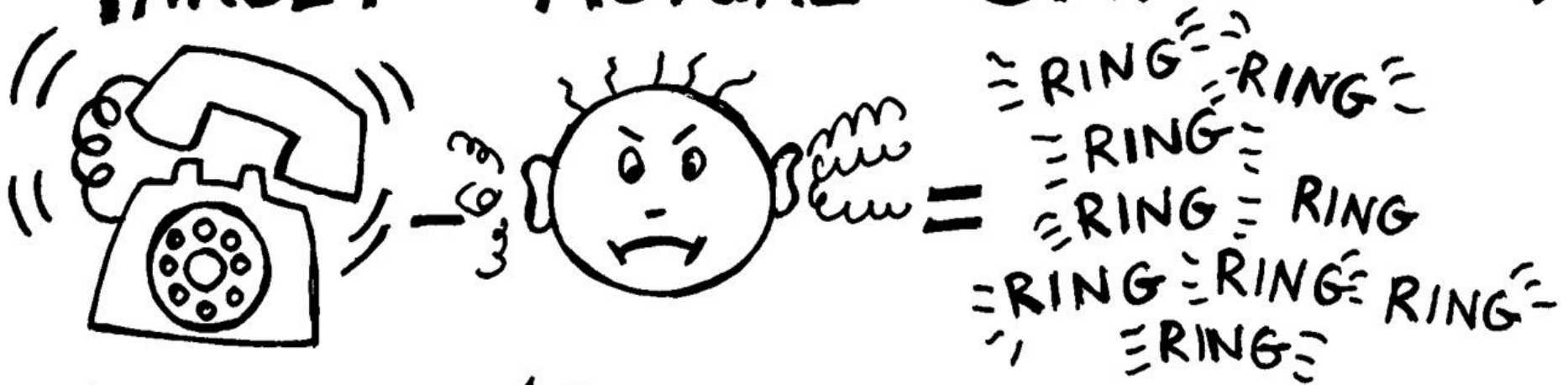


Target – Actual = **Gap (Problem)**



THE PROBLEM EQUATION

$$\text{TARGET} - \text{ACTUAL} = \text{GAP (PROBLEM)}$$



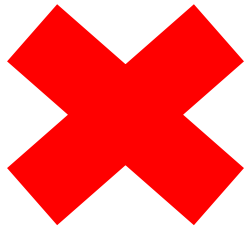
$$1 \text{ RING} - 10 \text{ RINGS} = 9 \text{ RINGS}$$

TOO MANY!!

$$\text{Target} - \text{Actual} = \text{Gap (Problem)}$$



Let's talk about creativity...



- **Creativity is not...**
- Flashes of 'inspiration' that come out of nowhere...
- Lightning bolts that come down from the sky...
- Something that 'happens to' other people but not me...



The Karyn Ross definition of creativity:

Creativity is combining previous knowledge and/or experiences in new ways to *generate ideas* about how to do things differently.

YOU are creative! (Oh yes, YOU are!)



This is THE Strategy!

Creativity

- ✓ **Generate new ideas** for better, more effective and efficient ways to work to work

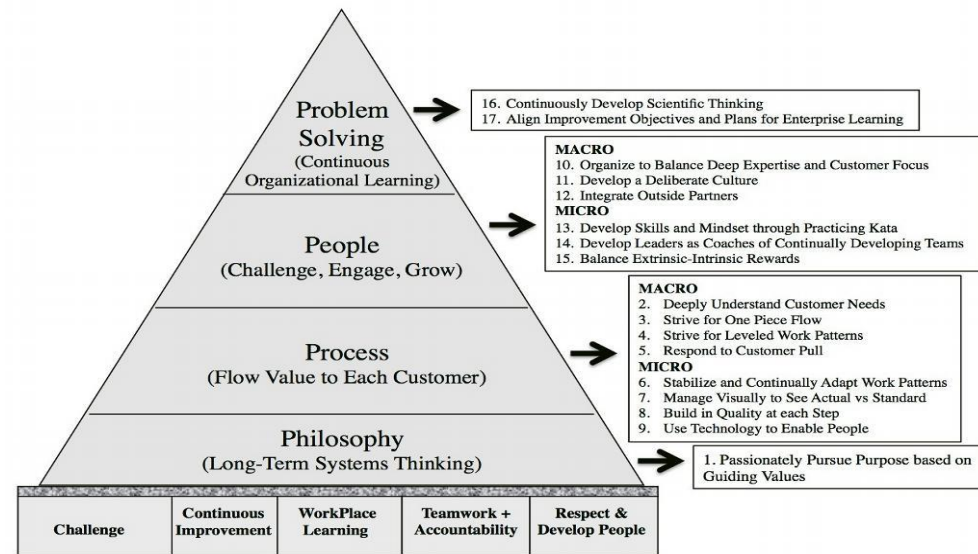


Lean Practices

- ✓ **Use Lean** principles, practices and tools to turn those ideas into reality!



Figure 2.11 Service Excellence Principles in 4P Model



In every part – *and at every level* – of the organization!



What Does That Mean For You?

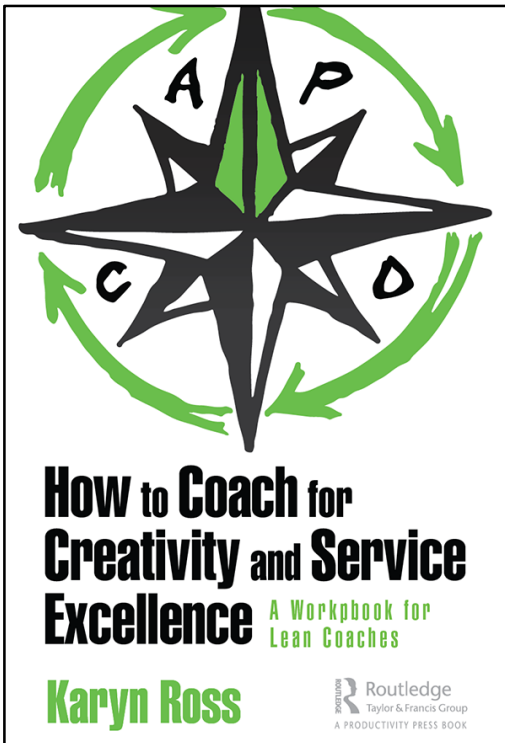
Some questions for you to think about...

- Does everyone in your organization have a strong understanding of your **Purpose**?
- What do your customers **need and value** as human beings?
- How **CAN** your organization use Creativity and Lean to align Purpose and Processes?
 - *Does everyone know the Targets? The Actuals? See the Gaps?*
 - *How can you be more EFFECTIVE?*
 - *What can you do to MANAGE VISUALLY?*

**YOU CAN DO ANYTHING - AND EVERYTHING! –
YOU SET YOUR MIND TO DO!!**



Learn More!



Read my books!
Reach out with questions at any time!
I'm always here to help!

www.karynrossconsulting.com
karyn@karynrossconsulting.com
630-881-3068

