# FROM THE VAULT: FOUR GROUPS EVERY ORGANIZATION SHOULD BE FOR

Winning organizations of tomorrow will be more concerned with becoming fans of their customers instead of convincing customers to become fans of the organization.

## Key Takeaways

**Customer Service vs. Customer Engagement**

- Customer service is reactive.
- Customer engagement is proactively engaging with the customer.

**Insider-itis** is a malady afflicting the vision of organizations by focusing on insider issues over outsider issues.

**Social Media**

- Products don't engage on social media; people do.
- Most businesses forget the "social" in social media.
- The power in social media is seen when the spotlight is put on the customer.
- Many organizations fail to break the invisible barrier of interacting outside of their own social media pages.

**Four Groups You Must Be "For"**

When you're for these groups of people, you come across as more personable. The more personable you are, the more remarkable you'll be. The more remarkable you are, the more people want to tell others about your business. These people are your vision carriers.

1. **The Customer** – Become a fan of your customers.

2. **Your Team** – The customer is eventually treated like the team is treated—make sure your team is treated well.

3. **The Community** – Doing good is good for business.

4. **You** – Give your organization the best version of yourself

## Questions for Reflection or Team Discussion

1. When was the last time you stood in front of the counter to see what your customer sees? Once you take the time to look, what do you notice about the counter?

2. In the episode, Jeff mentions that the best gift you can give your organization is an inspired, fired-up version of yourself. On a scale of 1 to 10, how inspired are you right now? If you gave yourself a low score, what could you do to make that score go up?

3. What vision are you casting for your team?

## Resources Mentioned

*Know What You're For* by Jeff Henderson