



Rod McGeoch

Thriving in a competitive environment
CUSTOMER FOCUS NOTES

BCB were delighted to sponsor Rod McGeoch AO for his keynote address at this year's SCA National Convention. Rod has had a remarkable career at the forefront of business , sports administration and the legal profession.

Customer Focus

- /// You must know your real strengths and weaknesses, not what you or others perceive are your strengths and weaknesses. You must know whether you are at your peak in the mornings or in the evenings. Then plan around your peak performance times.
- /// You must be aware that you do not get what you deserve; you get what you negotiate.
- /// You must never say: "Get it at any price."
Get it, and get the best price.
- /// Timing is not the most important thing; it is the only thing. You know it is better to be approximately right at exactly the right time than to be exactly right at completely the wrong time.

Customer Focus

- /// You learn to operate by the 80/20 rule: you expect 80% of the result with 20% of the cost in 20% of the time. By the 80/20 rule you achieve five times as much as those who strive for perfection.
- /// You put your family first and your business second.
- /// You read biographies. You seek mentors. You ask yourself what your mentors would do in each situation, not just what they would say.
- /// You never apologise for wanting any exceptional people to work for you. And you pay those people well.

Customer Focus

- /// You congratulate employees publicly but criticise them privately. You write “thank you” notes and send them to your employees’ homes.
- /// You put up whiteboards about production figures and costs. After all, how would you like playing in a football game every day with no scores?
- /// You never ask anyone to deliver what is beyond them.
- /// You do not compete with the economy. The economy is the excuse people use for underperformance.
- /// You protect your reputation. It is your most important asset.

Customer Focus

- /// You remember that there is more profit in getting high prices than in keeping costs low. But you are relentless about cost reduction.
- /// You never have more than seven advisers.
- /// You work long and you work smart. You work five to nine, not nine to five.
- /// You manage by walking around. You never tire of going to the shop floor where your people are. You ask them what you can do to help them do their job better.
- /// You celebrate success and involve everybody in the celebrations.

Customer Focus

- /// You hire mavericks, who think outside the square and challenge conventional thinking. They can produce spectacular results.
- /// You expect your people to be fired with enthusiasm. Otherwise you fire them, with enthusiasm.
- /// You allow your people to make mistakes, but not the same mistake twice.
- /// The power of the example you set for others is the key to leadership.
- /// Your future is in the hands of the customer.
- /// The only experience the customer cares about is their own experience with you.
- /// Customers don't care how much you know until they know how much you care.