

If you can't find stickers for the words you need then how about these ones? (or just make up your own)

Focussed, struggle, expert, triumph, admired, hot, renowned, politics, hothouse, achievement, network, lounge, inventive, productive, family, intuitive, global, courage, playground, belly, fortune, retaliation, slow, mother/father, machine, joker, loose, rational, controlled, dictator, organism, sought, fugitive, dedicated, amateur, mountain, expensive, flawed, mechanical, innocent, farmhouse, approachable, blunder, malicious, swarm, surprise, local, conscious, pack, ocean, orchestra, comic, chaotic, insult, definite, chaos, fate, rockband, intellectual, hero, student home, tight, unconscious, cheap, fast, accident, sweatshop, ordered, distracted, victim, scholar, emergency room, frail, static, ambiguous, cool, dedication, one man show, tribe, pain, creative, responsible, magic, brain, cunning, order, power, rebellion, professional, corporation, selfish, calm, flexible, freedom, money, nest

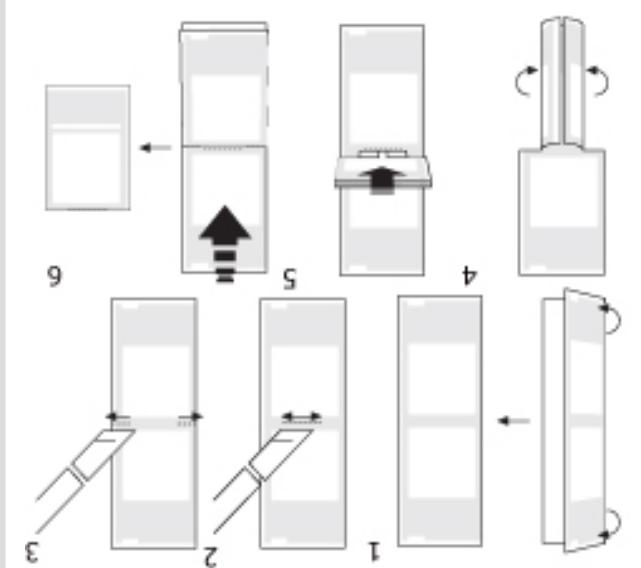


- identify these and put the signs in the 3rd stakeholders?

You from where you are to your definition of success?
What new skills or capabilities will you need to get what skills you already have at your disposal.
So now you know where you want to get to and

Market Day 2 defining success

Sarah Thelwall



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Market Day 2 defining success

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Satisfying your needs and those of your firm is different to satisfying your customers' needs. However, if you can **meet your customers' needs profitably** then there's a pretty good chance that your company's success will help you achieve your goals.

So, before we spend the rest of the day focussed upon your customers and their needs this activity helps you clarify in your own mind why you are in business and what you want your business to help you achieve.



simple as possible.
AS with all the activities we'll use today it is
the open.
generally worth sticking to the format we've used
here as these have been refined over many years
of use with hundreds of clients... so they've been
tweaked until the activity is as effective and
driven others and to bring these things out in to
different motivators. It's a good way to see what
drives are no right or wrong answers simply
colleagues, collaborators, sub-contractors etc.
You can undercut this simple activity with staff,

How else can I use this activity?

In the context of today's focus on customers the
key is the definition of what success means to
you. We will go on to look at what success means to
from your customers' standpoint. You can then
see how similar or different these perspectives
are.

You have now articulated your definition of
success and clarified what new skills you need to
add to your current skillset.

Where does this get us?



- identify the key elements of the success you
want to achieve, put the signs in the 2nd
stakeholder



- identify the key skills or attributes that you
already have, put the signs in the stakeholder

Take a handful of blank signs and using the
pre-printed stickers (one per sign):