

Install Your Vision



Taking Care of Business Conference

June 9, 2010

Gateway Center, Ames

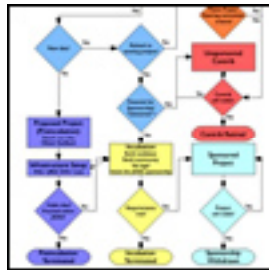




Three Key Business Functions



Finances

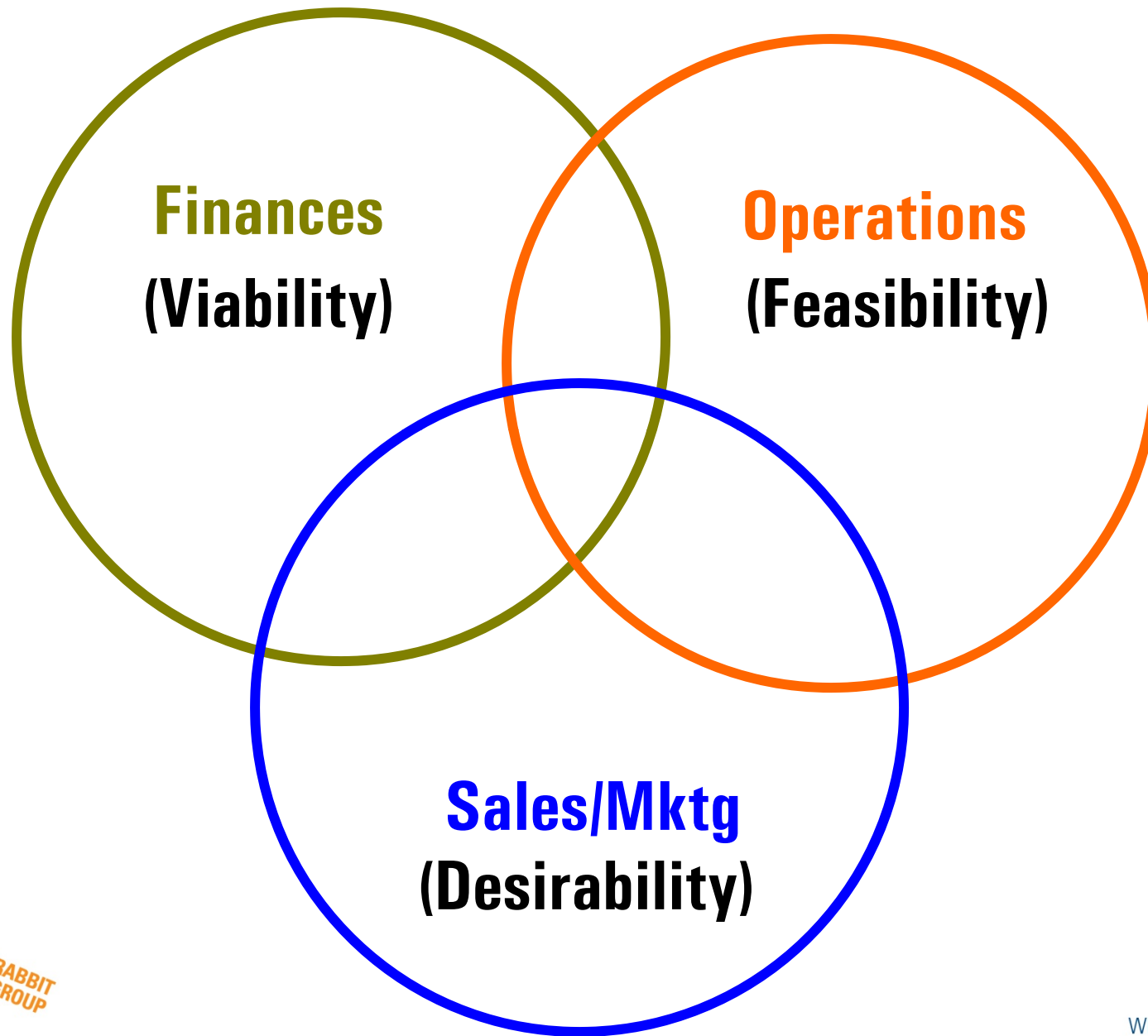


Operations



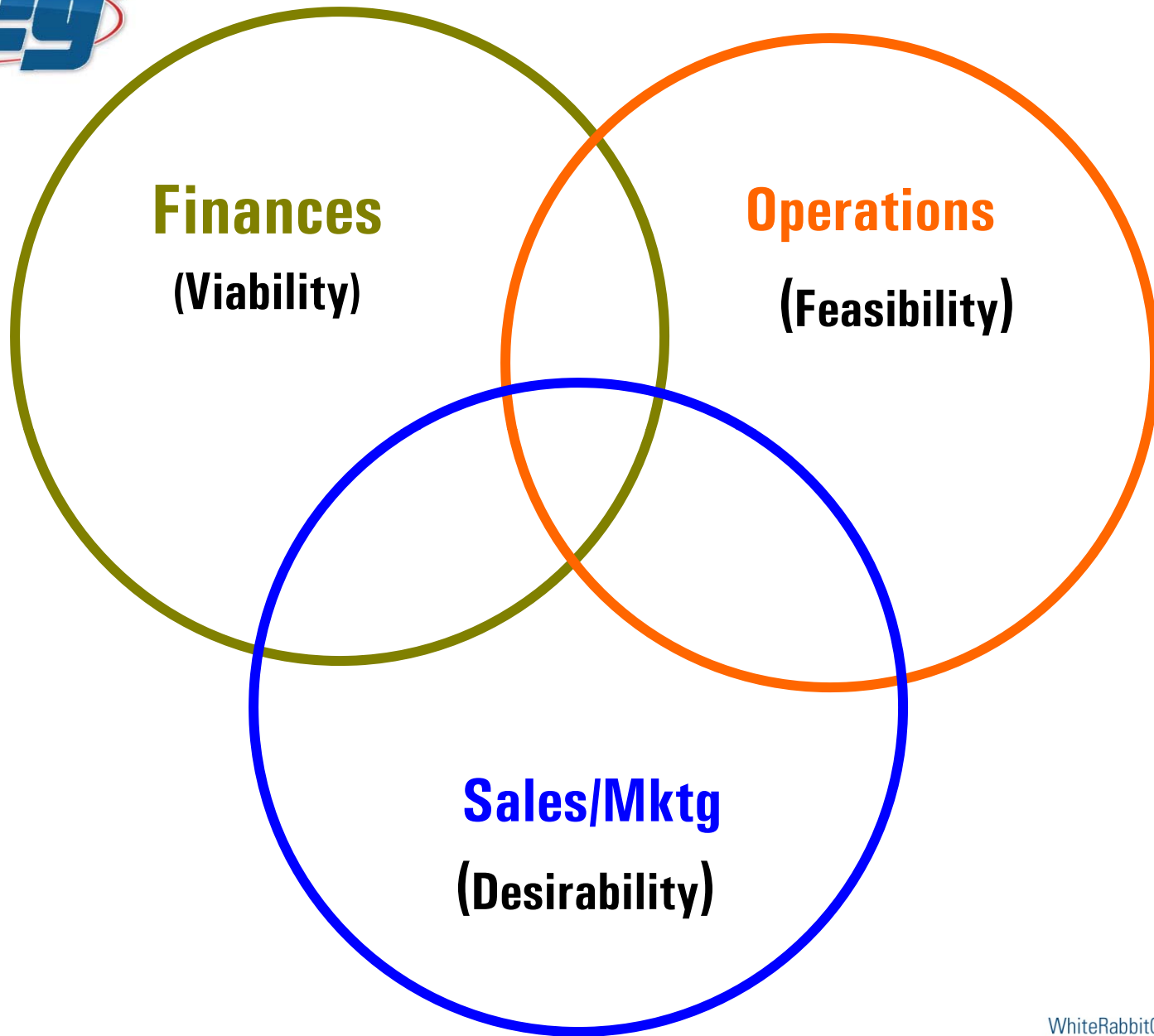
Sales/Marketing

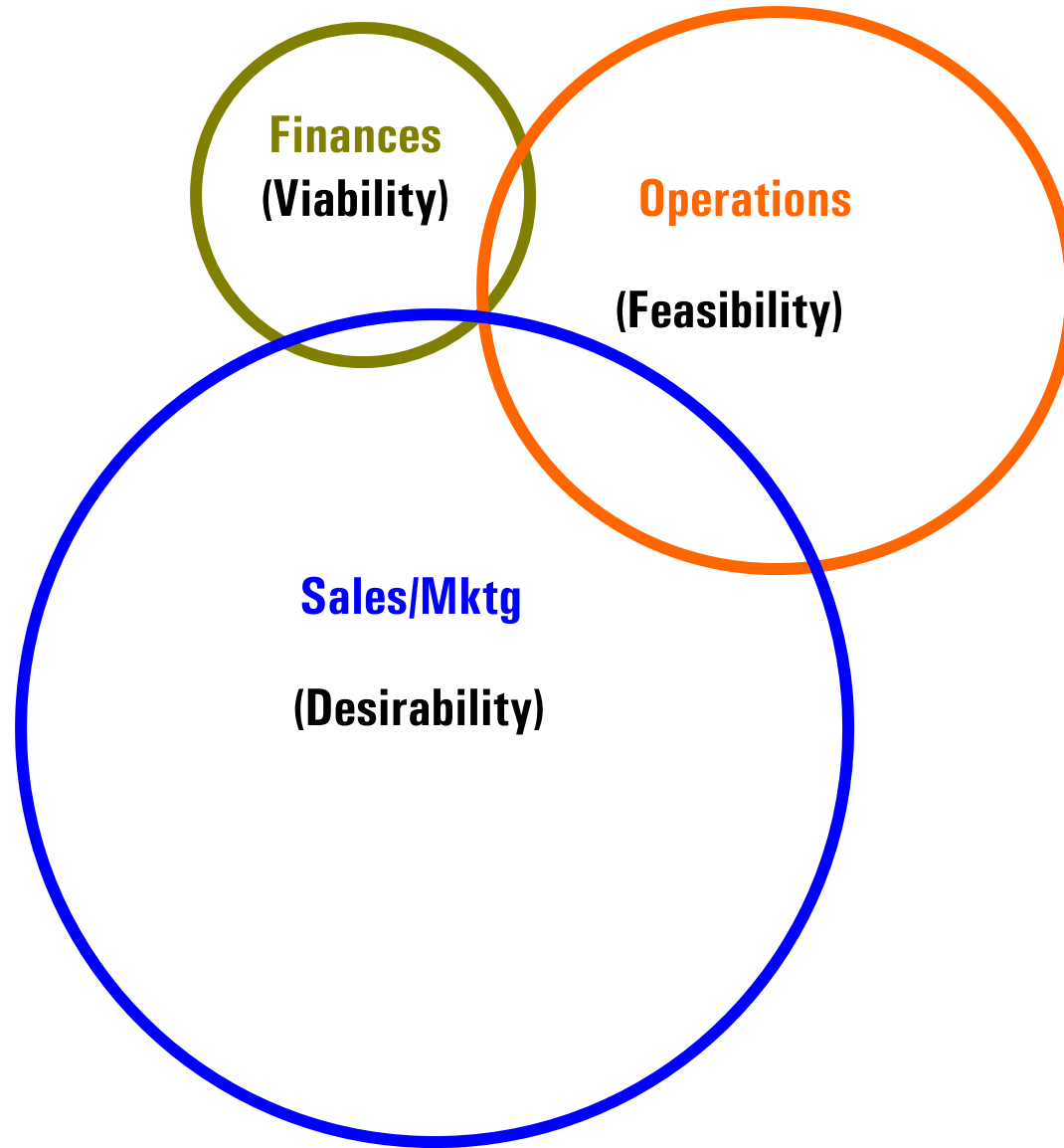




WREG®











**What type of vision unifies
the three key
business functions?**



Your Vision Must Be...



Simple



Objective



Communicated

**A unifying vision is
built around your
customer**





**Sweet-Spot
Customer**

**Customer
Promises**



SOUTHWEST AIRLINES



WREG®





Jack





Customer Promises



How do you install the vision throughout the entire organization?



Install Your Vision Through...



Personification



Visible Change



Demonstrated Commitment



WREG®



You Don't Know
JACK!



Who is Jack? What is Jack? Find Out...



WhiteRabbitGroup.com





Core Customer Narrative



Jack

- Prefer to build rather than buy
- Like to tinker and improve things
- A mechanical mind
- Have time, space, and money to build
- Desire Instant Gratification/Success
- Self-Starter, looking for a "better way"

“

Jack is a married 38 year old, living in the suburbs. He wakes up each morning at 6:30, showers, grabs a quick bite, helps get the kids out the door, and drives 10 miles into work. Jack grew up just 30 miles from the city where he works, in a small town of just 10,000 people. Jack is a mid-level accountant at a medium sized insurance company, but if you asked him... he's say that he's a good father, likes to fish on the weekends, fiddle in his garage, and watch football with his son.

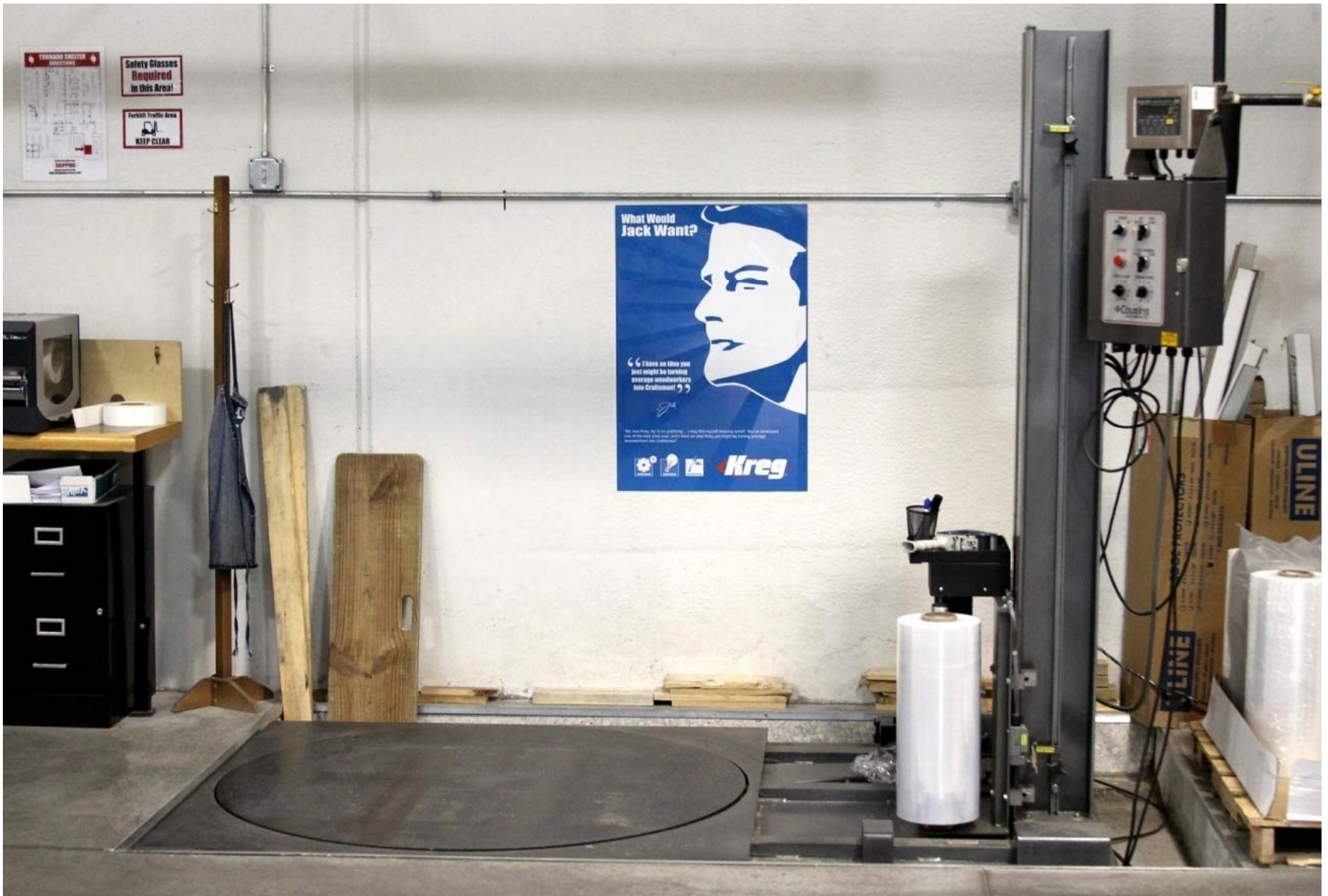
On the weekends, Jack likes to work around the house, fixing small things, replacing light bulbs that are burnt out, and when it's warm... work with his hands in the garage on his lawnmower, or just 'tinkering'. Jack has built a few small things from wood, although the only thing he's really proud of is the workbench he made out of 2x4's last summer. He got the idea from a handyman magazine (Family Handyman, Handy)he reads, got supplies from Home Depot (the only place he shops for tools and such) and built it with simple screws and nails. The project went fairly well, although his limited tool selection caused certain steps to be significantly harder than they needed to be.

If you asked Jack why he doesn't build much with wood, he'd probably say that he doesn't have the time, energy, or tools to build something of good quality. He can build easy stuff for the garage, but there's no way his wife is letting them indoors, and rightfully so. "Woodworking" is a generally intimidating term to Jack, as he sees it as complex, time consuming, and expensive. "Being a Woodworker" never really crosses Jack's mind. He likes the idea of building with his hands, but expects a bit more 'instant gratification' with his projects. When he goes out to the garage to do something, he expects to finish before he comes back in. He's got to have time to watch the big game with Jr. after all.

”







What Would Jack Want?



**How do you engage
everyone to fulfill the
vision?**



Zappos!

.com

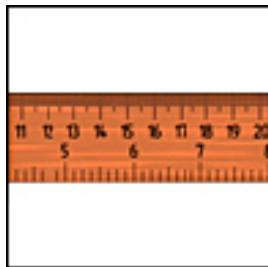
POWERED *by* SERVICE™



Engage Everyone Through...



Meetings



Measurements



Celebrations



WREG®



Moving Forward at



- Less “major directions” – focused growth
From 200 products in development to 50
- Grown 33% in two years without back-filling two sales positions - \$200,000+ savings
- 5%-10% reduction in payroll per year = \$200K - \$400K per year
- Keeping and growing customer/loyalty - \$3-\$5 million in profit over next 10 years
- Product development - \$3 to \$5 million profit over next 10 years (in addition to customer loyalty)





**The purpose of business
is to create a customer.**

-Peter Drucker



**The purpose of business
is to create the right
customer the right way.**

-White Rabbit Group





Install Your Vision

Michael C. Wagner, CEO