

NAME: _____

ORG: **BARMETRIX**

CORE VALUES

The things that make us GREAT!

1. YOU GOTTA WANNA
2. BE BRILLIANT AT THE BASICS
3. WE ARE REFERABLE - WE ARE THE BRAND!
4. WE ARE EXCELLENT COMMUNICATORS
5. AVID STUDENTS, PATIENT TEACHERS
6. WE MAKE IT HAPPEN!
7. OWN OUR OUTCOMES
8. PROUD, PROFESSIONAL & PASSIONATE TEAM PLAYERS!

OUR CUSTOMERS LOVE...

VALUE FOR MONEY

PEOPLE WHO UNDERSTAND THEIR BUSINESS

A UNIQUE ANGLE, EXPERIENCE, OR PRODUCT

PROMPT FOLLOW-THROUGH

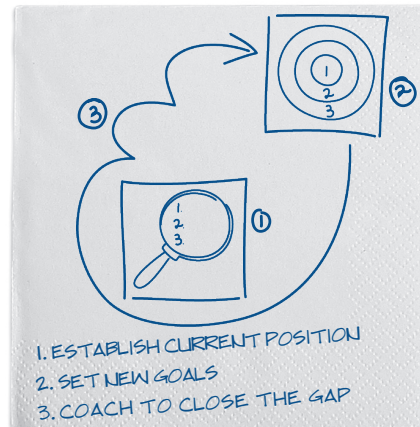
TRUSTED, PROFESSIONAL ADVISORS

PURPOSE (OUR WHY)

TO CHANGE THE INDUSTRY

CONSULTING STRATEGY (WHAT)

NAPKINOMICS



* If your consulting strategy doesn't fit on here, YOU DON'T HAVE ONE

3 X 3 MATRIX (HOW)

1. ESTABLISH CURRENT POSITION

- i. ASK GREAT QUESTIONS
- ii. PROVIDE TOOLS & VALUED PERSPECTIVE
- iii. DOCUMENT THE ANSWERS

2. SET NEW GOALS

- i. EXPLORE AREAS FOR IMPROVEMENT
- ii. DEFINE BENCHMARKS
- iii. DOCUMENT GOALS

3. COACH TO CLOSE THE GAP

- i. ACTION PLAN WITH MILESTONES
- ii. OFFER SOLUTIONS, EXPERTS, AND CONNECTIONS
- iii. ROUTINELY MEASURE AGAINST KPIS

OUR CUSTOMERS HATE...

- INTERRUPTIONS AT INCONVENIENT TIMES
- FEELING USED
- FALSE ACCUSATIONS
- BROKEN PROMISES
- DELAYS (EVEN SHORT ONES)
- AGGRESSIVE PRICE HIKES

RELATIONSHIP RECOVERY

Five simple steps (or less)

1. ACKNOWLEDGE THE ISSUE

2. SINCERELY APOLOGISE

3. FIND THE ROOT CAUSE OF THE ISSUE.

4. CREATE A PLAN TO PREVENT IT FROM HAPPENING AGAIN. & COMMUNICATE YOUR PLAN TO THE OTHER PARTY.

5. FOLLOW THROUGH ON YOUR PLAN.

Napkinomics Worksheet

NAME:

ORG:

PURPOSE (OUR WHY)

CORE VALUES

The things that make us GREAT!

SERVICE STRATEGY (WHAT)

NAPKINOMICS



* If your service strategy doesn't fit on here, YOU DON'T HAVE ONE

OUR CUSTOMERS HATE...

* Not sure what your customers hate? Type your venue's name into Yelp or another review site.

SERVICE RECOVERY

Five simple steps (or less)

1.

2.

3.

4.

5.

OUR CUSTOMERS LOVE...

3 X 3 MATRIX (HOW)

1.

2.

3.

i.

i.

i.

ii.

ii.

ii.

iii.

iii.

iii.

* Best way to find out... Ask your regulars!