Find Me:

@donavonroberson
/donavon.roberson
/in/donavonroberson
www.donavonroberson.com
From Widget to Wealth

Building a lasting legacy through customer service and company culture.
WIDGET
THE BREAKDOWN
History of Business
industrial age

“get it out the door...”

design
what do we need to do

develop
how do we do...

deliver
do what we need to do
FOCUS: the widget
informational age

design
develop
deliver
define

“get it out the door...”

faster
cheaper
better

how do we do what we need to
do better
FOCUS: efficiency
relational age

“what is it really?”

The Human Element

RELATIONAL

EMOTIONAL

SPIRITUAL

design
develop
deliver
define

discover

what if there is more to do
than what we do
FOCUS: legacy
1. research
2. concept
3. assess

PLAN

deign

what do we need to do
develop
how do we do what we do

CREATE
1. drawing
2. construct
3. test
deliver

do what we need to do

1. acquire
2. produce
3. ship
Are you delivering on your business promise?
define how do we do what we do better

1. detect
2. improve
3. apply

EVALUATE
Are you creating innovation time and space in your business?
what if there is more to do than what we do

1. dream
2. innovate
3. execute

IMAGINE
Do you dare to dream?
Find Me:

@donavonroberson
/donavon.roberson
/in/donavonroberson
www.donavonroberson.com

donavon.roberson@OObE.com
Director of Service Innovations