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Director of Service Innovations

From Widget to Wealth

*Building a lasting legacy through
customer service and company culture.*

WID GET

THE BREAKDOWN





WEA LTH

THE BREAKDOWN

History of Business

industrial age

design

what do we need to do

develop

how do we do...

deliver

do what we need to do

“get it out the door...”

History of Business

Industrial age

FOCUS: the widget

History of Business



informational age

design
develop
deliver

define

*how do we do what we need to
do better*

“get it out the door...”

faster

cheaper

better

History of Business

Informational age

FOCUS: efficiency

History of Business



relational age

design
develop
deliver
define

“what is *it* really?”

discover

*what if there is more to do
than what we do*

The Human Element

RELATIONAL

EMOTIONAL

SPIRITUAL

History of Business

relational age

FOCUS: legacy

History of Business

DELIVERING Happiness

A PATH TO PROFITS,
PASSION, AND PURPOSE

TONY HSIEH
CEO, Zappos

ADVANCE
READING COPY
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TO BE PUBLISHED IN
HARDCOVER JUNE
2010

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POWERED by SERVICE™
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1. research
PLAN
2. concept
3. assess

develop
how do we do what we do

1. drawing
CREATE
2. construct
3. test

deliver

do what we need to do

1. acquire
2. produce
3. ship

ACT

Industrial age

**Are you delivering on your
business promise?**

Call to Action

define

how do we do what we do better

1. detect
EVALUATE
3. apply
2. improve

informational age

**Are you creating innovation time
and space in your business ?**

Call to Action

discover

what if there is more to do than what we do

IMAGINE

3. execute

1. dream

2. innovate

Relational age

Do you dare to dream?

Call to Action



















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