THINK AND FEEL?

Manufacturing manager refuses to see the opportunities

Don't understand all this social media stuff

Not sure who to trust with this project. Need someone who won't try to take over.

Success in this project will push me up the ladder in this company.

This new service is the way we have to go if we are to stay competitive

I am out on a limb with this project. A bit scary

CEO not committed to the project will have to be careful

HEAR?

Customers complaining they don't get the back up they want

Staff unsure how to handle customer requests for extra service

Staff on phones - lot of complaints about back up service for products

Blokey talk in the office. Only female middle mgmt

Competitors are telling customers we don't back up our products

Staff don't have time to take on new work

SEE?

Manufacturing mgr totally preoccupied with prodn problems

Staff fully occupied filling orders, answering product queries

CEO spending lot of time o/s sourcing new products and setting up trade deals

Sales staff only motivated to sell products not services

No space for new staff

Office space grotty, all brown, dated.

SAY AND DO?

Hard to get buy-in from colleagues until proven

Not sure it there is a market for the new service

Getting the right people to develop the service is hard

Need someone I can trust to take the job but keep me in the loop

Need to clearly define the market

Set up costs an issue - not wide in-house support for the project.

Haven't go enough time to do all this

Have to work out how to prove it to my colleagues

PAIN

Does not have the staff to do the job

No buy in from colleagues

Increasing number of customer complaints

Limited budget to get started

GAIN

Increase market share

Reduce customer issues

Move up the corporate ladder