

Transcription - Jamie Wadley Part 2 Feb19

Welcome back, I'm Kim Baiullie, she's Fulyana Orsborn and this is Inside Exec. We're continuing our talk with Jamie Wodley and we're moving away from his experience on boards and we're going to talk a little bit more about communication but also about business etiquette and business manners.

It's a really good segue into another topic that I wanted to see if we could cover. You mentioned about email being a blunt instrument and you've talked about responsibility and accountability. What that triggers, in my mind, is a topic that I've heard you talk about in the past, manners and responsibility and business etiquette.

Don't get me started. So what was the question?

That if each of us individually think about interactions we've had with businesses, there's a degree of lack of responsibility in terms of the business and its responsibility and certainly a lack of manners and just basic manners, things that we were taught when we were growing up, were the basic things that you had to do - please, thank you etc.

Yeah, I think that's true and I think in some circles it even comes across as being a little old fashioned but in my opinion it's more important today because of the way we remotely communicate with each other, than it was even at face to face. I'm a great believer in what I refer to and have been taught by many others, of referability habits in marketing and sales where you tell people what you're going to do, you do what you said you're going to do and you say please and thank you. And if you meet that simple criteria, the chances are you're going to do a lot better working with people, than trying to be something else and good manners is the easy way to make that sort of thing happen.

And I think too that if you miss any of those actions, then you run the risk of a reaction. I'm going through a process at the moment. I've got new glasses and the nose pad fell off. The rest of the experience with this organisation was very good. They did say what they were going to do. They did what they were going to do and they thanked me afterwards. So I left it, I thought as often we do, that it must have been my fault because it was just a little thing, the nose pad came off the glasses, so that it was something I did. But I was disappointed because they were less than a month old and disappointed because the glasses these days are not an inexpensive item and I thought that it should have lasted longer. But I hesitated about complaining or about saying anything about it because I still kept thinking it must have been my fault, there must be some other solution. And as good as the organisation was to deal with, I wasn't comfortable about what the process might be, if I put in a complaint. Yes, we see lots of websites, lots of organisations that say if you're not happy, let us know, there's no question about returns, all those sorts of things. But does that get the message out to people to make them confident enough to make the complaint?

I did. And I got almost an instant response given that they're a long way away and there's a time difference. I was very impressed with the response time. Part of the first interaction, I really felt they blamed me, not for what had happened, but that I hadn't got in touch with them

sooner. I took some offense at that and I thought, I'm telling you now, it doesn't really matter how much time it took. And the resolution of it was that they would send out a replacement part. They told me why it might have happened and it obviously wasn't my fault, in terms of the explanation they gave, and then they said that they would send out the repair part. Two weeks went past and the repair piece hadn't arrived and the nose pad fell out again as I had glued it in the meantime. So I wrote and said, I just want to know if it's been sent because it's falling out again and I've got a very curt response saying it was sent on the 30th of January. We'll send another one tomorrow. And I thought, oh, that's disappointing. So my overall reaction now is, where this was a place that I would have recommended two months ago, now it's not. I would still recommend it but not recommend it as highly. So just as an example of how you can, in the process, think that you're getting it all right because you've got all the stages in place. If you're not actually thinking about it from the customer point of view, then you've lost. If you continually focus on what your organisational process is, you're not getting it right for the customer and it's something that I've talked about previously about going into banks particularly and them telling you what their process is. You don't care. You want done what you've got to get done and I have to say I had that at the bank yesterday. There was an issue about doing a deposit because I didn't have the right reference number or what the person was seeing on the screen wasn't what I was telling her and it was like it was my fault that I didn't know what was on the screen and in the end I said, I don't know what your process is. All I want to do is get this deposit in.

I think what you're talking about is valid. They go for efficiencies, organisations in both those examples, having a process in place and people following a process, even as far as scripting about how to write and how to answer. What's missing is listening and thinking for themselves and thinking about, not the whole process, but right now. You came here and you asked me a question about the product piece that was sent to you, it wasn't sent to you. That's when I'm supposed to make sure that I heard what your concern is, what you're saying and what you're not saying, by asking questions and then exceeding your expectation in solving that part of the interaction. Not what the script says, the same as the example at the bank. It's sort of, normally you would need this but that's fine. You're here now, let's see what other options are there.

I think sometimes we're not doing that anymore. I don't like it because it's sort of saying, if you let people talk and interact they might get it wrong but I think the damage being caused is even bigger than that by not listening and thinking as a human being, with brands as they all are.

That's true and it was interesting point Kim made then. There's an old show business line that says that you're only as good as your last performance. There's similarities between that and how we are treated by a business or an organisation, where the last contact you have with them by far carries the most weight of how you feel about that organisation. So when an organisation might be going through a problem with you and they start to get to the stage where they're tired of having to do all this for you and they do get short, or their manners are not what they should be, that leaves you with a bad taste in your mouth about the whole experience, regardless of how

good that experience initially was. So they're dropping the ball at the most crucial time of a transaction or of an experience with a client. In the same token it might not have been a great process leading up to the final step, but if you provide the client with a really good experience at that point, it changes the whole perspective on the experience. And that's just so so powerful and it can be taken on board.

It's like I've found a lot of people I've dealt with, where there's been a problem. It's been a difficult situation where we've been able to turn that around and those people often become your greatest fans, by treating them the right way towards the end. It's just a shame that that seems to be forgotten or ignored because, people being people, they'll get to a point where they get tired of it. No, I don't want to see this again, whatever it may be, but that's the point where you separate the pro from those who aren't quite so good.

It's true. I know you're really busy but you still have time for us, Jamie. I want to go back if we can to the journal. (Yes.) Can we? Oh good excellent. Now I really like that idea and I always thought of journals as like a diary but the way you use it, however, is much more powerful than that and the bit that I like is that you're documenting and you're revisiting it. I think we're all not bad at saying what I haven't done and look there's this and this has got to be carried forward and then this has to be repeated and I haven't done this. How does it help you seeing what you have done?

Well I must admit one of my great flaws, and there aren't many, is that I tend to or I used to do it much more than now. I used to look at the gap. There's a gentleman, Dan Sullivan, who I listen to quite a bit and he talks about how people focus on the gap and that gap is the things that haven't been done rather than things that have been done. By journaling and not focusing on what I think I could have got done in the day, but focusing on what I have done, I can sort of look back over my shoulder and say wow I've really come a long way today, I've got a lot of things done today and those small successes, because they're identified in my head, because I've identified them in my mind and written them down, actually brought them back out to the physical, I feel much better about what I managed to get done in the day, whereas before I started journaling, I could be busy all day and maybe get a lot of important things done, but I'd sit there at the end of the day and think well what have I done? The things that would crop up, yeah it's the amygdala again, rearing its ugly head and looking for the sabre tooth tiger behind the bush. It will find the things that haven't happened or the things that you haven't done and all of a sudden, as we spoke of just before about the last touch point being the one that carries the most weight, we have a feeling that we've accomplished nothing during the day. Now I try to do my journal at the end of the day as best I can. That doesn't always happen, but that becomes my last touch point with the day and if I document all these things, well, that I've managed to get done, it makes me feel so much better about my day and I build on my successes day after day. I've only been doing it, I think, maybe two and a half, three months but I look forward to writing things down. It helps get them out of my head and I really feel as though I've started to change the way I view what I'm doing on a day-to-day basis in really positive ways. It sounds a little bit cliché and it is a diary for all intents and purposes.

Yeah but it's how you use it and how it helps you and I think we all have to find that bit. I learned from you on that and I passed that to others as well. But there was another angle and I'm probably not wording it in your words, but what I also liked about what you did is that you

looked at things that weren't on your list to do but you did them because whatever the reason and then when you went back to revisit them you realised not only that was a great thing but it led you down some other path which you wouldn't have been there if you just followed this what I've got to do, this is what I've done.

I think that's true. I think, in that example, yeah, we do do things during our day that we didn't plan on doing and they are equally as important as anything else. It's like saying, well I didn't plan to put out that fire. But things have to be done and they are important things and by journaling them, yeah, they get recorded, they don't get lost. I like to pat myself on the back and say well done Jamie. It just, you know, improves my whole outlook in that respect and this is something you've helped me with in the past.

I know someone else who is very sort of similar mindset to yours and technically definitely good, not challenged like me, they reckon they're going to do a spreadsheet to talk about ,you know, how with the project management where it says dependencies and all of that, going to see where something has led to other things and I forget the technical, what's the path it took and what that branch turned into a different tree and so on and so forth, to show people that everything you do has a positive outcome and very rarely a negative one.

I've got two questions on the journal so I get a warning before she hits me again. I was supposed to tell people she was just hitting me because I was making a horrified face about the way she was talking about lists and people who worked through lists because you all know that that's how I live, I live by my list. So my question is about the journal. Firstly when you've had a really horrible day, a really negative day, how do you not make the journaling negative?

It's funny. With the journal, I was worried about the same sort of thing. How would I handle a day that was less than stellar? I might start my journal and say well these are the things that didn't go quite according to plan, but just by writing it down, I somehow, whether it be subconsciously or not, I work through the day and I find that the day was nowhere near as bad as I thought it was. I got far more done than I thought I did and, once again, it boils down to the way our brain works where we focus on the danger, on the immediate things that weren't working for us. Once again, we go back to our primitive brain, that wants to make us survive not thrive. We focus on the wrong things. By journaling and by rolling it out, you will come across the gold nuggets that were in the day and I find invariably these days that I thought were dreadful and a waste and made me feel guilty for things I hadn't done, almost zero of them today. At the end of each journal entry I put in what sort of day I had. Not a ton of time. It is, I've had a very good day. I've actually started to turn it into an acronym because I write it that often. I don't ever finish on a note of saying I've had a dreadful day, it does not happen at all. Now I might just be wired in a particularly strange way, but I think if you start to let the journal help you, I think you'll find your bad days are lessened.

I met someone who said, I knew it was a good day when I woke up this morning, because I woke up this morning. I've been in that particular group when it starts to destroy attitudes which we'll talk to you about on another occasion because we are running out of time. The second question was about the process of journaling. Obviously, you've said a number of times it gets the thoughts out of your head and on to paper, is it helping you make decisions?

Yes I think it does. There was an instance yesterday funnily enough where I was debating with myself. It was about making decisions and by not making a decision, we've already made a decision anyway. I found that this decision I was procrastinating about, I tried to analyse it and break it down and find out why I was procrastinating about it. When it was all said and done, I decided to pull the trigger. I decided to do the things I was holding off on and at the end of the day I found out the easiest way to deal with this particular decision/problem I had, was to just do it because the sweat and the light and the paper that was required to do the things I wanted to do was a very cheap way to pay for the guilt and the regret I would have had otherwise. And I find that was one of my highlight points that I took away from yesterday's journal, is that when I've got a decision like that, is just do it, get the guilt and get the regret completely out of the equation and if it takes a little bit of extra time or takes a little bit of effort or I have to learn something more, that's more than paid for by what it leaves me feeling at the end of the day.

My journaling was initiated by a guy I'm very fond of called Jim Rohn and if you haven't heard of Jim Rohn I'd recommend you look him up. He said a life worth living is a life worth recording and I think we've all got lives that are worth living so write it down

I like that and I think actually that we might end on that because it's a very good message for us to finish on in all of the things that we've talked about, this would be the way you think about this podcast, when the time is done. So we thank you for your time and your input and your thoughts that you've shared with us. I'm Kim Baillie, she's Fulyana Orsborn, we've been talking with Jamie Wadley and this is Inside Exec.