

# 2003/2004 Leadership Series<sup>®</sup>



Gary Kunath September 24, 2003 • 8:30 - 11:30 a.m.

## Creating Value Your Customers Will Love



How well do you understand and anticipate your customers' business needs; and how well do you develop value-based offers that leverage your organization's core competencies? Gary Kunath will illustrate how to build offers that provide value to your customer's business that transcends your products and services. Product knowledge has become an expected value; deal making and relationship-building have become the value creators.

### SPEAKER BACKGROUND

- Principal with The Summit Group
- Contributing Author of two books including:
  - Unlocking Profits and The Trust Imperative
- Certified Malcolm Baldrige Quality Examiner
- Frequent lecturer in executive education and MBA programs at Duke, Emory, and Cornell Universities

### LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

#### STRATEGIC ORIENTATION

- Business Acumen: Understand how businesses work. Know the competition. Is aware how strategies and tactics work in the marketplace. Knowledgeable in current and possible future policies, practices, trends, and information affecting organization and customer.

#### PROBLEM SOLVING MANAGEMENT

- Creativity and Innovation: Seen as original and value adding. Understand the marketplace for innovation. Understand the value creation thought framework. Project how potential ideas may play out in the marketplace. Is good at bringing the creative ideas of others to market.

#### MARKET AWARENESS

- Customer Focus: Dedicated to exceeding the expectations and requirements of internal and external customers. Make the first move; provide solutions to customers before they even know they need it. Get firsthand customer information and use it for improvements in products and services. Act with customer in mind. Comfortable in obtaining new people contacts.

#### ALIGNING THE ORGANIZATION

- Organizational Agility: Knowledgeable about how the organization works. Understand the assets and strengths of all areas in the organization. Can marshal resources (people, funding, material, support) to get things done.

