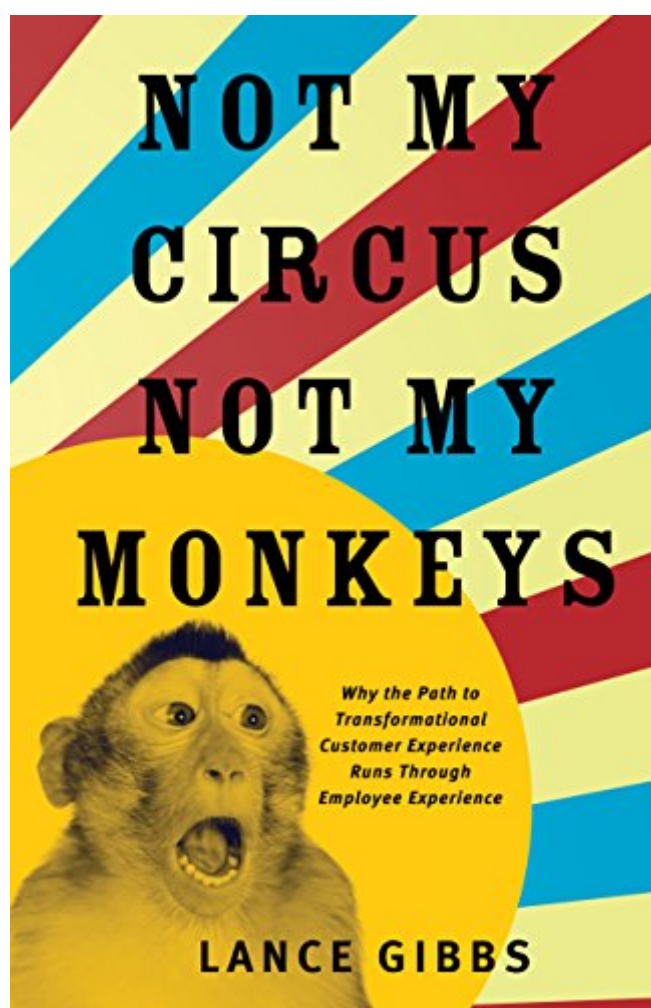


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# Not My Circus, Not My Monkeys: Why The Path To Transformational Customer Experience Runs Through Employee Experience



## Synopsis

The name of the game in business is to deliver an exceptional customer experience to consumers and clients. But if a company's employee experience is subpar, the customer's experience will also suffer. Lance Gibbs, an authority on business process management, understands this important, often-overlooked connection, and he has powerful solutions for improving the workers' side of the equation. *Not My Circus, Not My Monkeys* shines a light on the in-house issues that negatively affect a company's efficiency and profits. Gibbs provides essential strategies for granting employees the systems, authority, and considerations they need to best perform the work they do. His 7 Pillars of Employee Experience help executives and business owners focus on internal repairs that will enhance employee/customer interactions, from granting workers authorization for action to establishing a platform that integrates the perspectives of everyone, no matter where they are on the corporate ladder. Investing in your workforce is a must. Businesses that treat their workers with apathy are doomed to disappoint their customers. The tools and practical methods provided in *Not My Circus, Not My Monkeys* will increase employee engagement and effectiveness and strengthen the key component of a transformative customer experience.

## Book Information

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## Customer Reviews

Lance gives a blunt and uncensored analysis on a main cause of poor customer experience and how companies can fix it. A must read for every corporate executive, manager, entrepreneur, and business student. It's a simple idea (happy employees make happy customers) but it is not intuitive. Lance proves it and makes it fun.

I literally read the book in two nights.! Finally a book that puts the power of human mind and experience at business center stage . Thoughtful , but at the same time witty and entertaining and yet has the power to transform attitudes , behavior and therefore organizations.

Just as does Leadership begin with the heart or before helping others to heal, one must first heal one-self, so does Lance Gibbs new book "Not my Circus, Not My Monkeys: Why the Path to Transformational Customer Experience Runs Through Employee Experience" highlight the wisdom that before customers can have a transformational "wow" experience, the health of the employee's must first exist. While this seems to be so obvious, it is often overlooked, probably because it is assumed employees will represent the company in a positive way, just because you are paying them to work there. But as expected, assumptions often fail to be true, as it takes more than just a paycheck to wow employee's. Lance challenges highlights the mistake that companies make when they do not focus on the health of the employee's first. Especially when it will be those employee's who will be interacting with those customers. Thank you Lance for your insightful book.

Gibbs's wealth of experience consulting with a wide range of companies brings an outsider-insider perspective to the way companies really operate. Coming in to a situation as the outsider, best-practice, fresh-eyes consultant soon transitions to an insider perspective when working through the slog of side-by-side, long-term business transformation engagements. You experience a few dozen or hundred of these things and you start to see some patterns. This entertaining and pithy book reads like sitting in an airport bar over a beer, on the road with Gibbs, while he gives you the what-for of what's wrong with many companies and what they need to do about it. He's a straight-shooting voice of experience. You're going to learn a

few things and have more than a few laughs along the way. The tongue-in-cheek title refers to the explicit or implicit silos of responsibility that can be designed into or emerge in an organization. But so many times a customer-facing process that needs to cross the silos gets hamstrung, resulting in customer experience that is subpar or worse. The people powering the process are often not so powered, backing up to a "not my problem" posture as a coping strategy. This is the kind of thing that gets Gibbs' goat. It's the kind of thing he lives to fix. What I enjoyed about *NMC, NMM* is the premise that the secret lies in focusing on the employee experience as "the alpha and omega" and its ultimate impact on customer experience. One of the central examples of the book is a change agent who simply thought enough of his employees to survey them with the question, "What does a great day at work look like for you?" And then actually using the answers to design-in the good and design-out the bad. Companies that focus on empowered, happy, engaged employees are the ones who deliver the experiences customers value. *NMC, NMM* offers a wealth of straight-up stories and nuggets to get you there.

This book addresses THE BIGGEST OPPORTUNITY for companies to thrive, customers to delight, and employees enjoy their jobs. Decades of researchers continue to find something simple. Where there are happy employees, there are happy customers, and which results in companies with a fierce edge to compete effectively. The street speak is unapologetic and refreshing. He addresses the elephants in the room (pun intended.) For example, companies are aware that automation has great reward, when it is well designed. Most of the time companies are throwing money at technology to solve problems that are actually people problems. It's much easier to sit in a nice office and whiteboard out some solutions that go unchallenged in the real world. The real world is frankly a little scary for your average executive. This means the leaders need to gain insight from real people. The very idea can be a little uncomfortable for them. They would rather think of people (employees and customers) as static assets in a value chain. People make things. And people buy things. When leaders and shareholders marginalize People they unwittingly participate in the fast destruction of the value in their hands. The street smarts and direct approach of the author makes this book an easy read, and leaves you with things to ponder, and ideas to bring to your enterprise. And yes cuss words are appropriately placed here and there. He cuts through the 'polite' lingo of HR, PR, execs, and academia. This book is about real leadership, by creating the healthy environment of true collaboration that is rewarded and recognized. The book shines light on the bad habits of executives that want to cut open the golden goose to speed things up. Then they are

surprised that there's no golden eggs tomorrow. The book is not all doom-and-gloom! There are a great number of good ideas to make improvements in the short term. And he also explains how to get giant improvements (with some heavy lifting) where the leaders are fully committed to creating an environment of true collaboration. When employees are recognized and rewarded for working together (instead of poaching victories from each other) then things move into a high gear like a powerfully coached football team that has one goal (the same goal) all day long. A straight forward account of companies failing to deliver value. I got the Kindle edition and couldn't put it down. I'm getting a hardcover, because this is going up there with my Dale Carnegie, and Clayton Christensen. This is in my top 10 business books right now, and I suspect will stay there for a while. Great stuff!

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