Wanna be agile?

First, tell me how you handle coffee!

Speaker
Frank Habermann
overthefence.com.de

Let’s undertake
an experiment to find out,
how customer-oriented we
actually are.

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AN EXERCISE IN
CUSTOMER-ORIENTED
PROJECT THINKING
FOR 6 TO 60 PERSONS

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"This is **funny, exciting, and really surprising**.
No manager should miss it."

Sven LEHMANN,
Strategic Marketing & Research,
TOTAL France

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EACH TEAM DEVELOPED A COMMON UNDERSTANDING

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7 INSIGHTS

AND THESES
REGARDING CUSTOMER-ORIENTATION
IN THE START-UP STAGE OF A PROJECT

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Smartness and assumptions keep us from asking better questions.

Proportion of open questions < 25%

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The first piece of information dies hard ... and it chases us.

“Marcus lives in Paris” ... No he does not!

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Our attention is kidnapped by obscure and exotic things.

100% “Panama Esmeralda Special”

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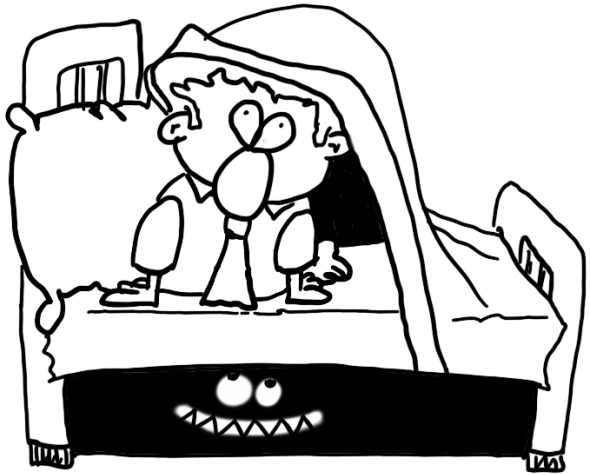

We avoid obvious questions – if we are afraid of the answer.

“Are other events planned on the birthday?”.
Only 15% ask this question!

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Having reached a certain level of information, we don‘t ask any further.

90% leave “question time” left unused

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The organization we work for determines our customer orientation.

People in big private organizations focus on the owner.
People in SME and non-profit focus on the recipient.

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Re customer orientation, project managers are not really better than others.

Teams with project managers work out project details faster and more precise. But they make the customer unhappy too.

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THE PROJECT DOES NOT EXIST!

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Your way of asking makes the difference!

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CUSTOMER ORIENTATION IS A FULL CONTACT SPORT!

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Read further ...

... about tools and techniques for great project design, guidelines for project canvas workshops, and much more

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now available
Volume 2
http://coffee.overthefence.com.de

The Awesome Coffee Experience

In-house event for people who want to experience true agility and customer orientation

(cc) BY-SA

Training & Workshop

Project Canvas

In-house event for people
who want to design, manage and
lead projects, that make their
customers really happy

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PROJECTS NEWLY DISCOVERED

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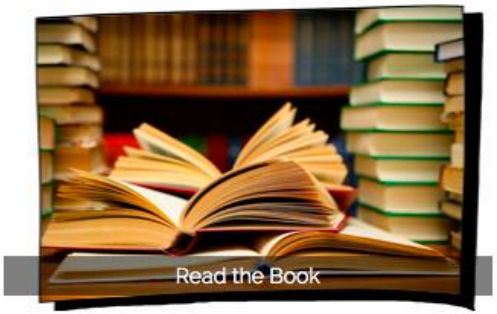
The simple path to better projects

- use it
- Share it
- Co-create it



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