

CINGULUM

WHO IS THE MOST

IMPORTANT PERSON

IN YOUR BUSINESS?

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PROMISE

MAKER

PROMISE

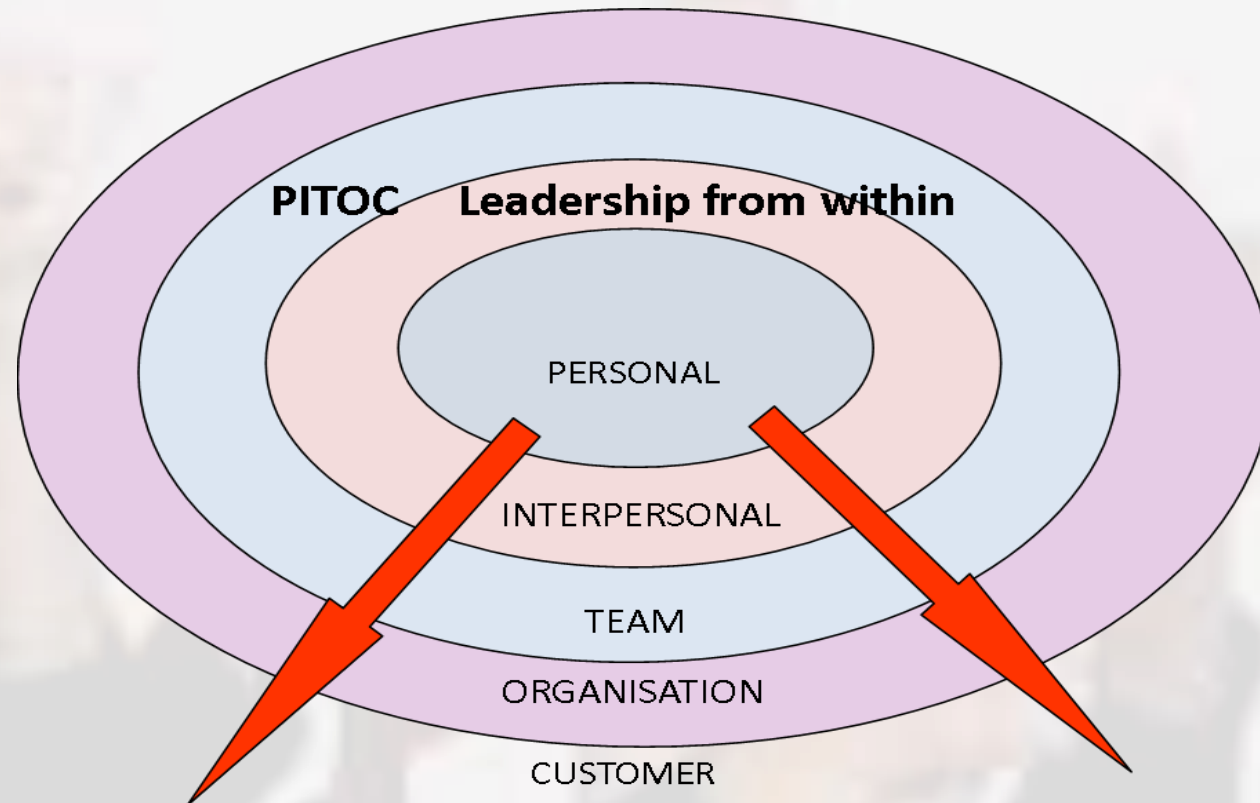
KEEPER

Why ?

- **Because I trust you.**
- **Because you can help me.**
- **Because you listen to me.**
- **Because you have what I want and need.**
- **Because I like you.**
- **Because I can identify with what you stand for.**

If you can't define what your promise means, you can't measure it, and if you can't measure something you can't manage it!

In order to have engaged, loyal, evangelical and happy employees and customers, change needs to happen from the **INSIDE OUT!**



Inform

Provide employees the information they need to understand what's expected.

Inspire

Connect employees to the company's vision, values and goals.

Instruct

Support employees with training, coaching and feedback.

Involve

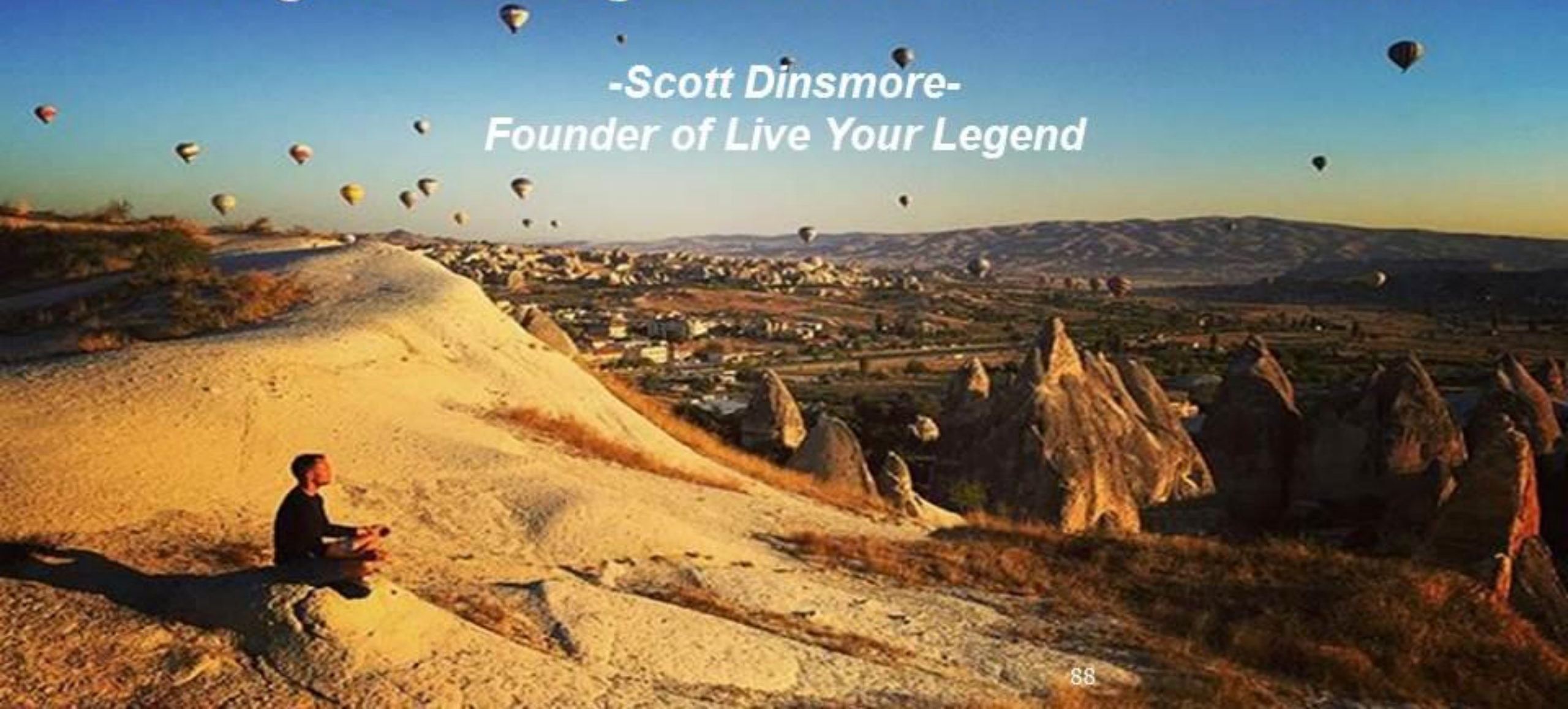
Take action with employees to improve processes and solve problems.

Incent

Deploy appropriate systems to measure, reward and reinforce desired behaviours.

“Being vulnerable means knowing who you are and having the courage to share it with the world.”

*-Scott Dinsmore-
Founder of Live Your Legend*





**Share The
Vision!**

**Measure and
Change
Behaviour**

**Create Great
Customer
Experiences!**

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Thank You.

