

Financial training For non financial staff



The financial training specialists

Resilience 3 (Profit)

My final blog about business resilience. We've looked at profitability and cashflow. The third element is that our customers value us.

But surely that's obvious?Of course we're doing what our customers want.Of course they value us.

Well, it is obvious, and it isn't.We do what we, because that's what we do.But how often do we check in with our customers to find out whether that'sstill what they want us to do?

With Covid the world changed temporarily.Now it's getting back to normal, but it's a new normal. Some things will always be different from now on.So we need to make sure that we're supporting our customers with what they need now, in this new world, and not just doing what we used to do. And of course, what our customers needs will change over the next year or two as the new world continues to adjust.

A lot of this comes down to communication.Talking to our customers, and listening to them.Asking them what they want from us.

And don't forget that our "customers" may be internal or external customers.I'm working with a client's training team at the moment.Their customer is the organisation they are part of.What does their organisation want from them in terms of training delivered, and their budget?They're not sure yet.

So ensuring that our customers value us requires an ongoing conversation that's more important right now than it has been for a long time.