

# Rising To The Challenge

**Nigel Barlow**  
Service Legends Ltd



# Think beyond clichés

“Tiresome and boring wholesale company seeks indolent people with a total lack of service-mindedness for a job that is completely without challenge.

If you’re still interested, sit down.

Have a cup of coffee.

Relax. If you can be bothered, call.”

*Advertisement in Sandefjord, Norway*



# The rise of intangibles



Speed Innovation Belief  
Passion Value  
Service Smartness  
it's a Knowledge Economy





**Think differently!**

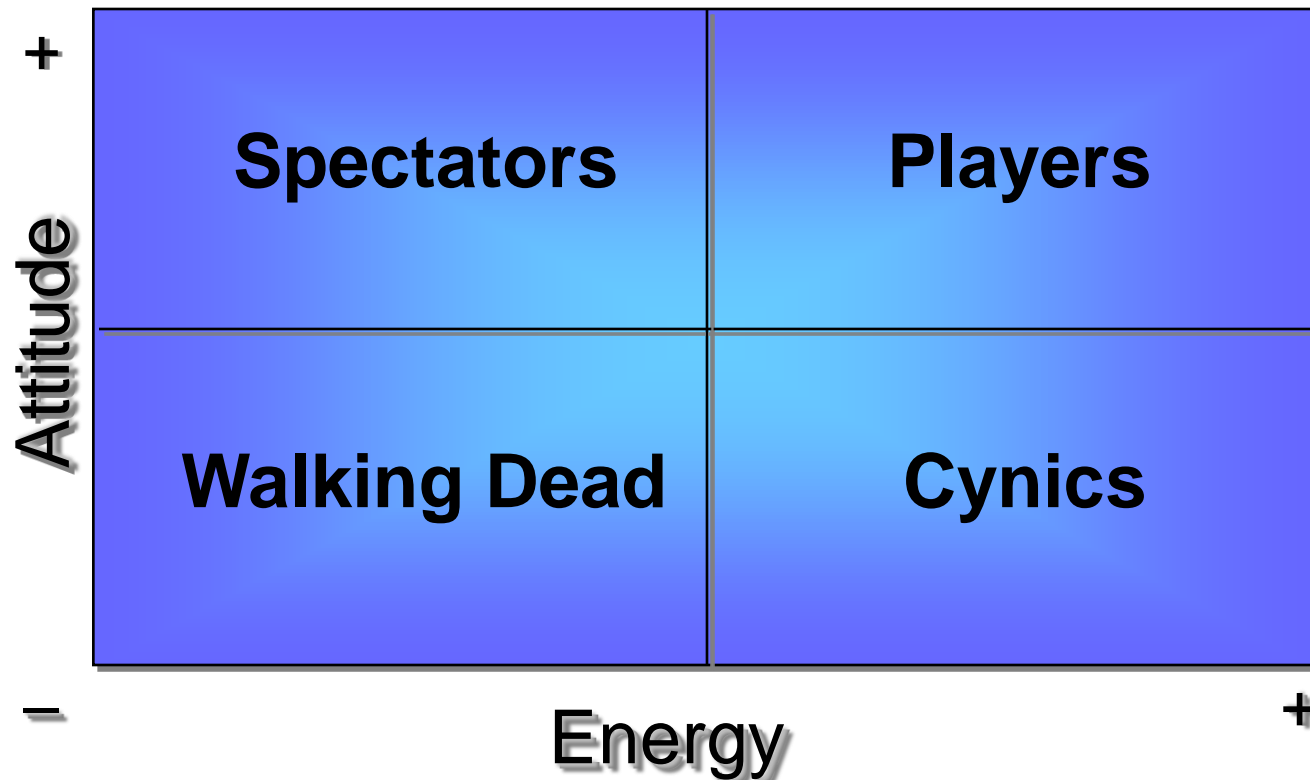
**Patel & Patel  
PLUMBERS**

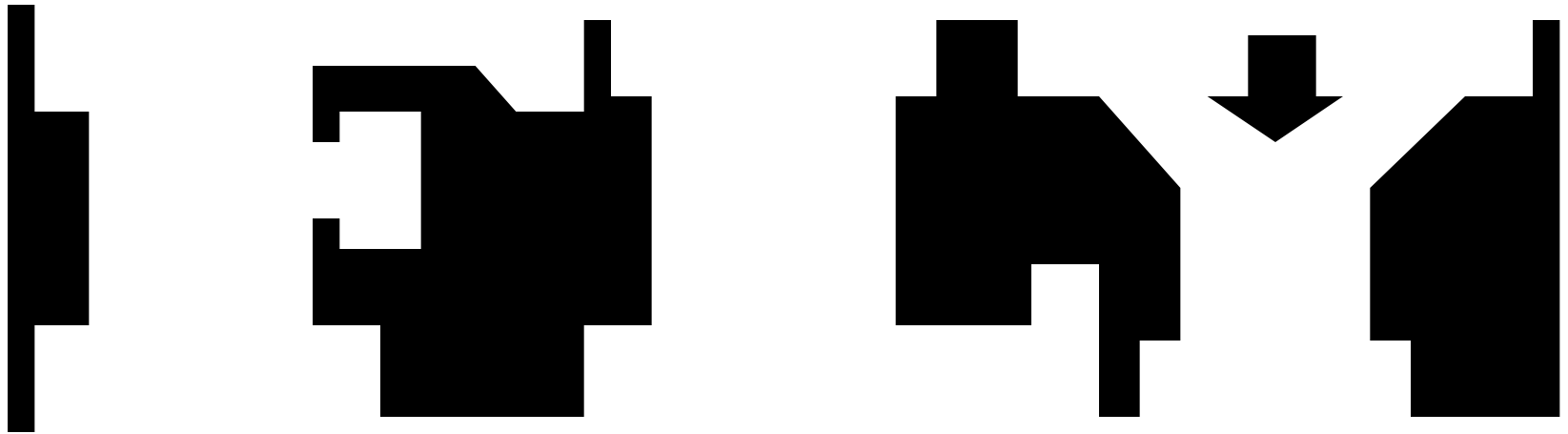
*You've tried the COWBOYS...*

**now try THE INDIANS!**



# Be a player - you choose!

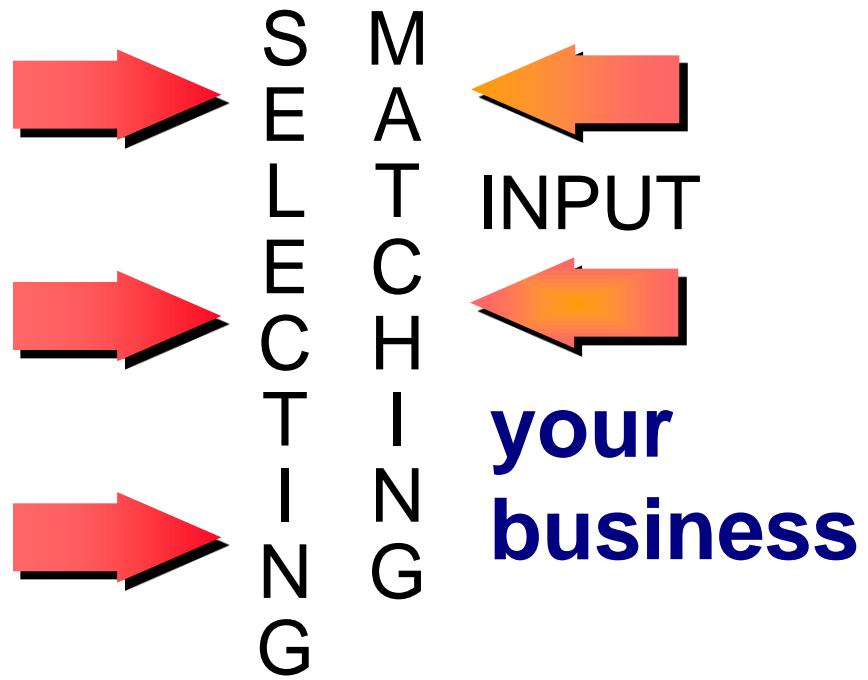
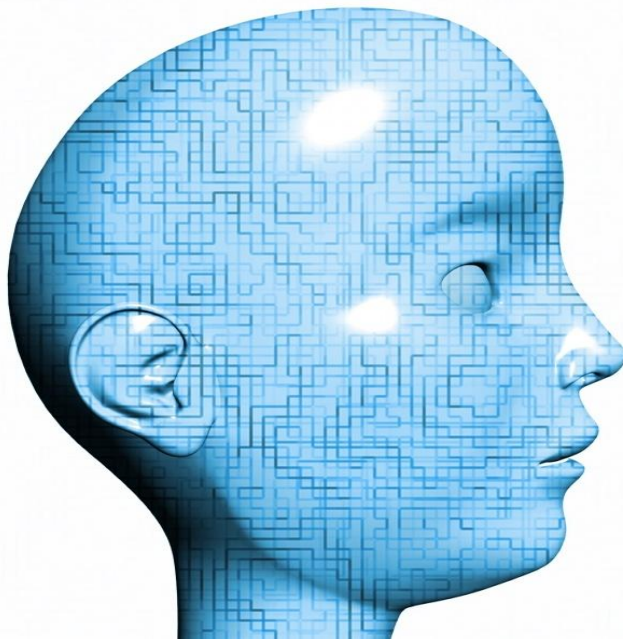






# How minds become set

## The Grid Of Experience





## So whats?

- We're prejudiced - and we stereotype!
- We need to suspend our 'experience grids'
- Curiosity and questioning are key





**Your business / profession  
Is a holographic image -**

**and you and your people are**

**the whole of your business  
In every contact.**



## Develop a 'beginner's mind'



# Think beyond stereotypes - bankers can do it!



ING Bank (USA)

Café seminars - retirement planning, etc.

Funny money - comedians make finance hilarious

Green products - sun-powered chargers and adaptors

And. . . free coffee

# And even lawyers, too . . .

Quinn Emanuel Urquhart Oliver & Hedges, LLP



No.1 USA Business Litigation

\$3m x 109

1245 91.6%

T-Shirts, Jeans, & Flip Flops

1 Committee



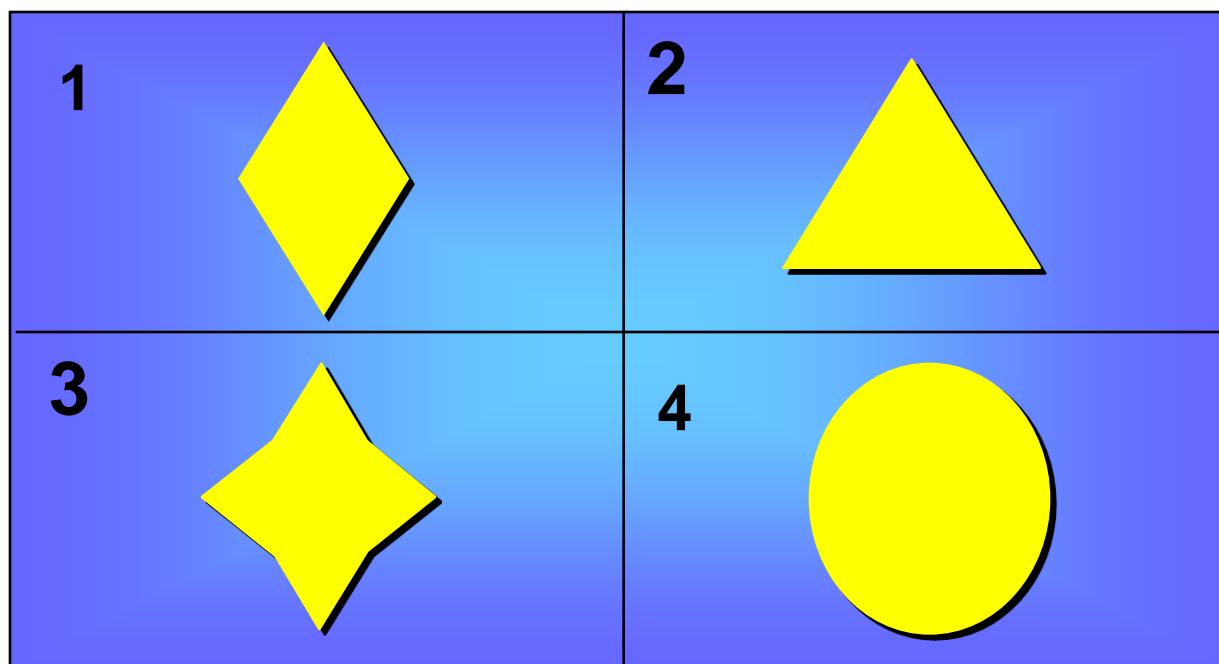


# Actuarials, too?

“Firms are required to establish a strong actuarial function to ensure a robust calculation of technical provisions, and also to opine on the overall underwriting policy and adequacy of reinsurance arrangements. Actuaries should also be involved with risk modelling underlying the SCR calculation and the ORSA, and contribute more generally to the implementation of the firm’s risk management system.”

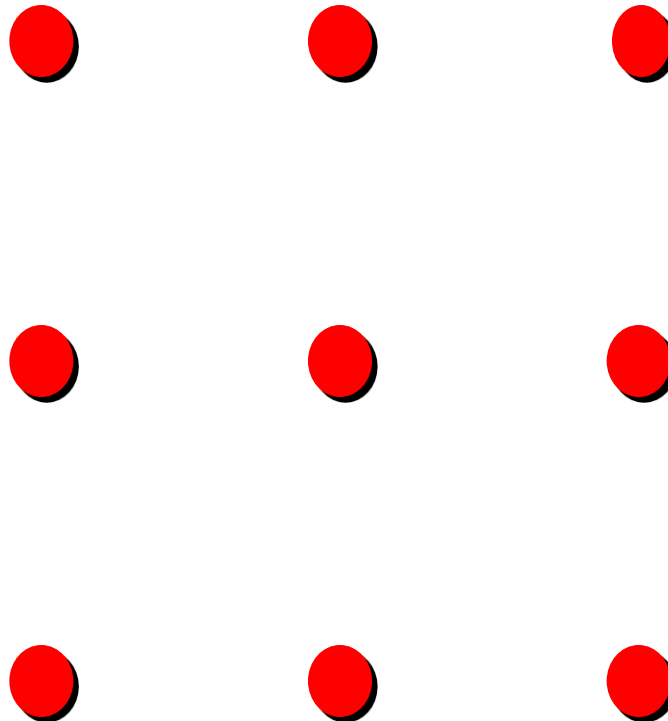
*Solvency II - Understanding the Directive,  
EMB Business Consultancy*

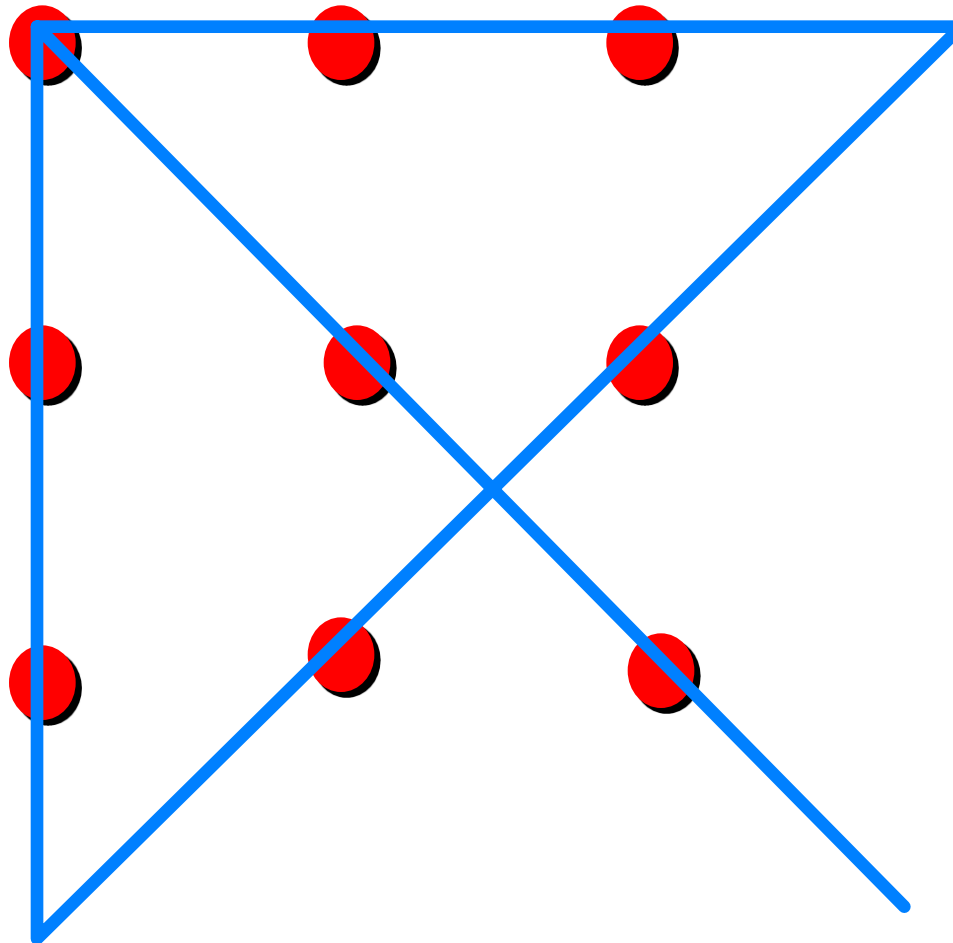




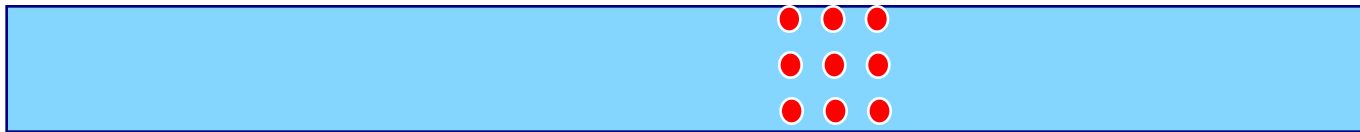


# Change the box





**= continuous improvement**



**= innovation**

**Challenge assumptions -  
then anything is possible!**



# The power of adaption

“The guy who invented the wheel was an idiot.”

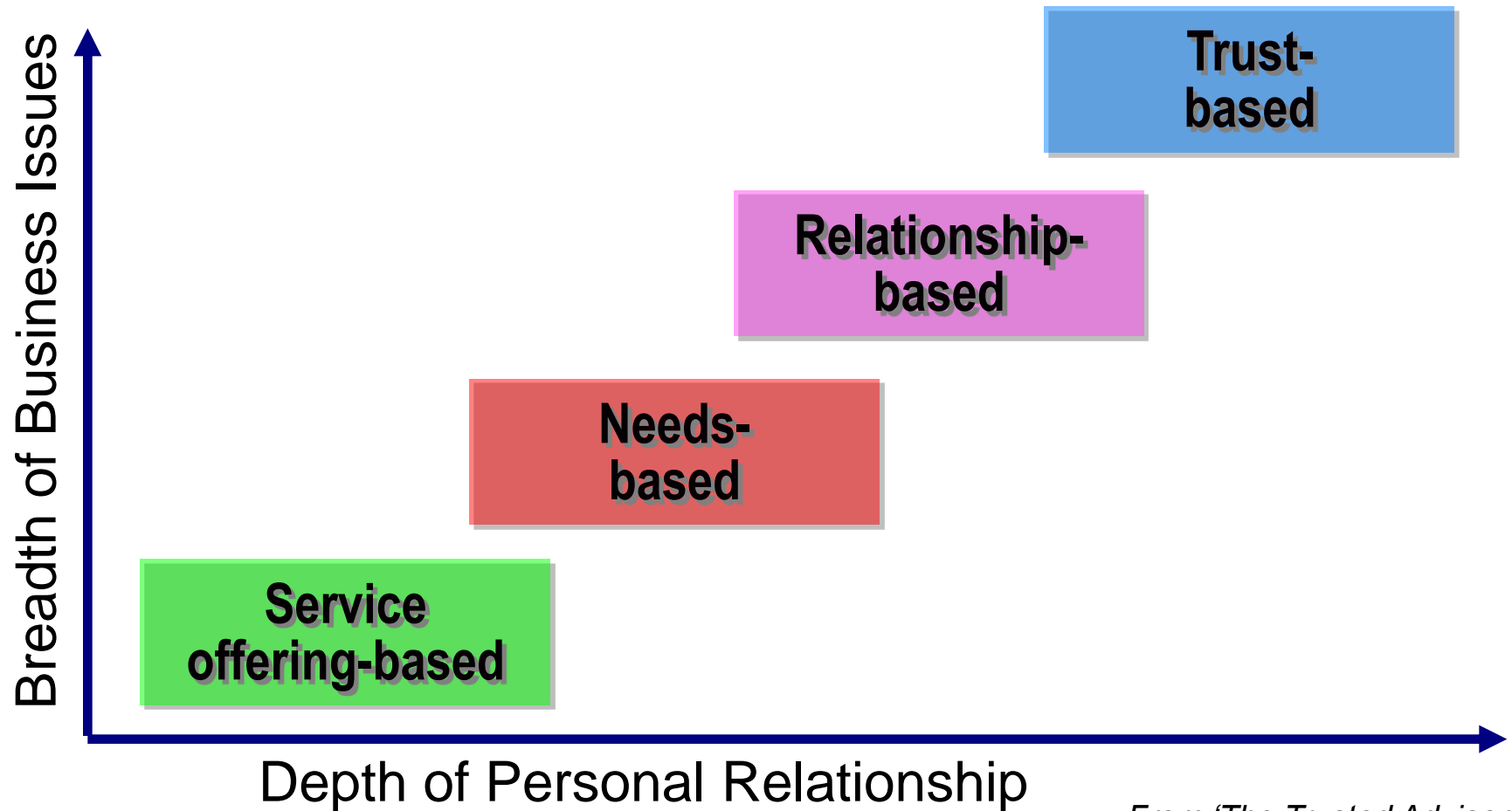
“The guy who invented the other three, he was a genius.”

*Sid Caesar*





# Trusted advisor progression



*From 'The Trusted Advisor'  
by David Maister, Charles Green, Robert Galford*



# The client's four scarcities - version 3.0

**T**ime

**A**ttention

**T**rust

**A**uthenticity



# Opportunities

“There are a lot of big, interesting, strategic international roles out there: actuarial function holders; risk managers’ ALM roles in investment banks; directorships and partnerships in global professional services firms, and, of course, all those top management positions at the insurance companies.”

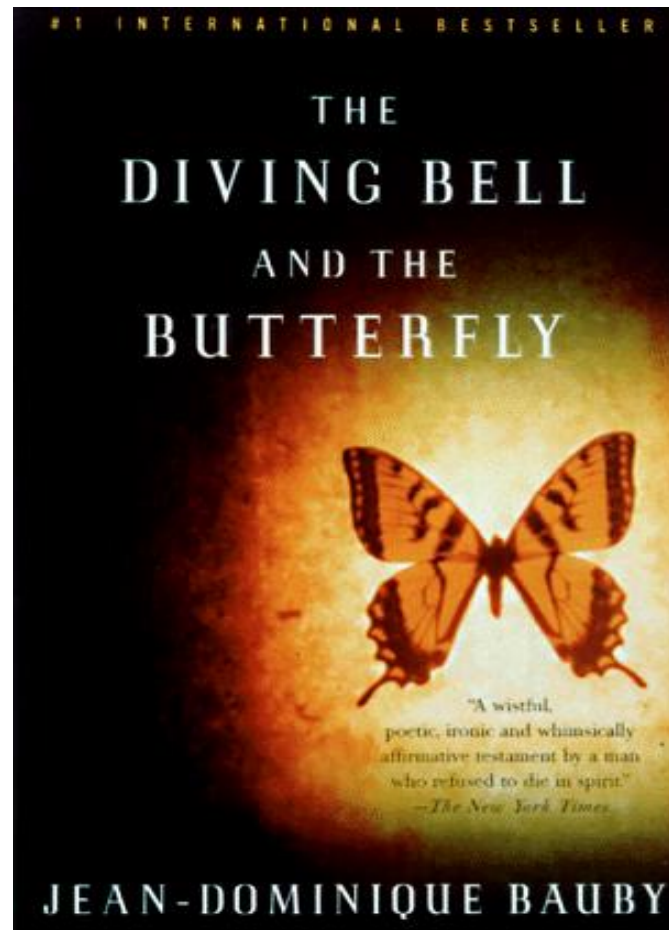
*The Actuary*  
*1 October 2010*

**What business are we really in?**



“What we sell is the ability for a 43-year-old accountant to dress in black leather, ride through small towns and have people be afraid of him.”

# Anything is possible





# Develop prototype thinking



*“Anyone developing [5, 127 prototypes later!] new products and new technology needs one characteristic above all else: hope.”*

*James Dyson*

# Invent the future

*The best way to predict the future is to invent*



“...insanely great products.”



**Be open to the new**





# Stay the course



# Stay the course



*“Obviously, I wasn’t the fastest skater. I don’t think I’ll take the medal as the minute and half of the race I actually won. I’ll take it as the last decade of the hard slog I put in.”*

*Stephen Bradbury*



# Have unreasonable expectations

**Ron replied:**

***“Tell him he’s  
Pele and send him  
back on.”***





# Celebrate success!



*“Successful  
companies  
have parties.  
Unsuccessful ones  
have meetings.”*

*Philip Green*