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!

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<td>Spectators</td>
<td>Players</td>
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<td>Walking Dead</td>
<td>Cynics</td>
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Energy

Attitude
How minds become set

The Grid Of Experience

INPUT

SELECTING MATCHING

your business
So what's?

- 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’

‘Why not? What if?’
Think beyond stereotypes - bankers can do it!

Café seminars - retirement planning, etc.

Funny money - comedians make finance hilarious

Green products - sun-powered chargers and adaptors

And... free coffee

ING Bank (USA)
And even lawyers, too . . .

Quinn Emanuel Urquhart Oliver & Hedges, LLP

No.1 USA Business Litigation

$3m \times 109$

1245 91.6%

T-Shirts, Jeans, & Flip Flops

1 Committee
Actuariais, 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

- Service offering-based
- Needs-based
- Relationship-based
- Trust-based

From ‘The Trusted Advisor’ by David Maister, Charles Green, Robert Galford
The client’s four scarcities - version 3.0

Time
Attention
Trust
Authenticity
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 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

Lickability

“. . .insanely great products.”
Be open to the new
Stay the course

QuickTime™ and a decompressor are needed to see this picture.
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