

Translating the **'diamond in the rough'**
theory into practice



HOW TO BECOME
A **SHINY DIAMOND**
WORKBOOK

STEVEN VAN BELLEGHEM

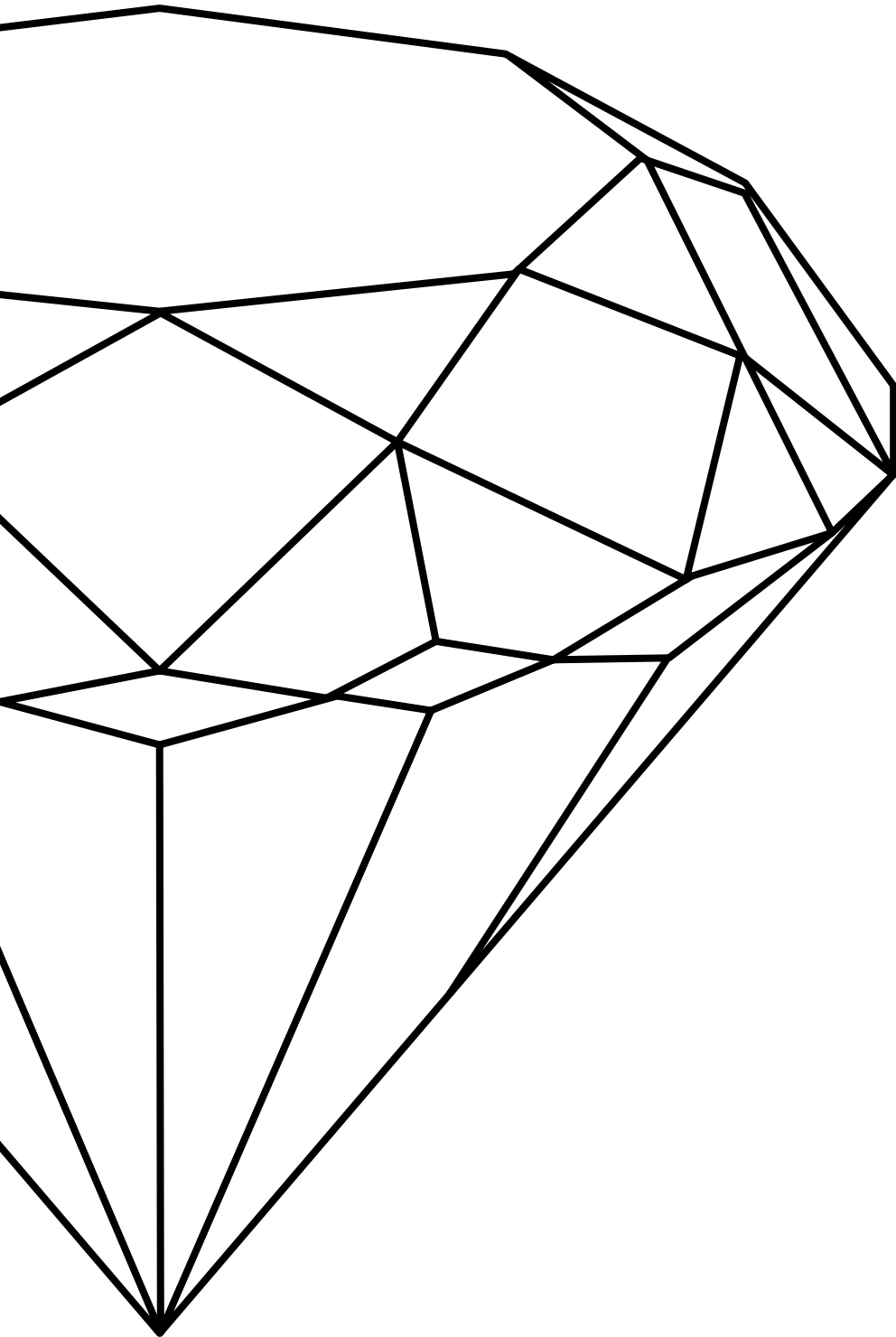
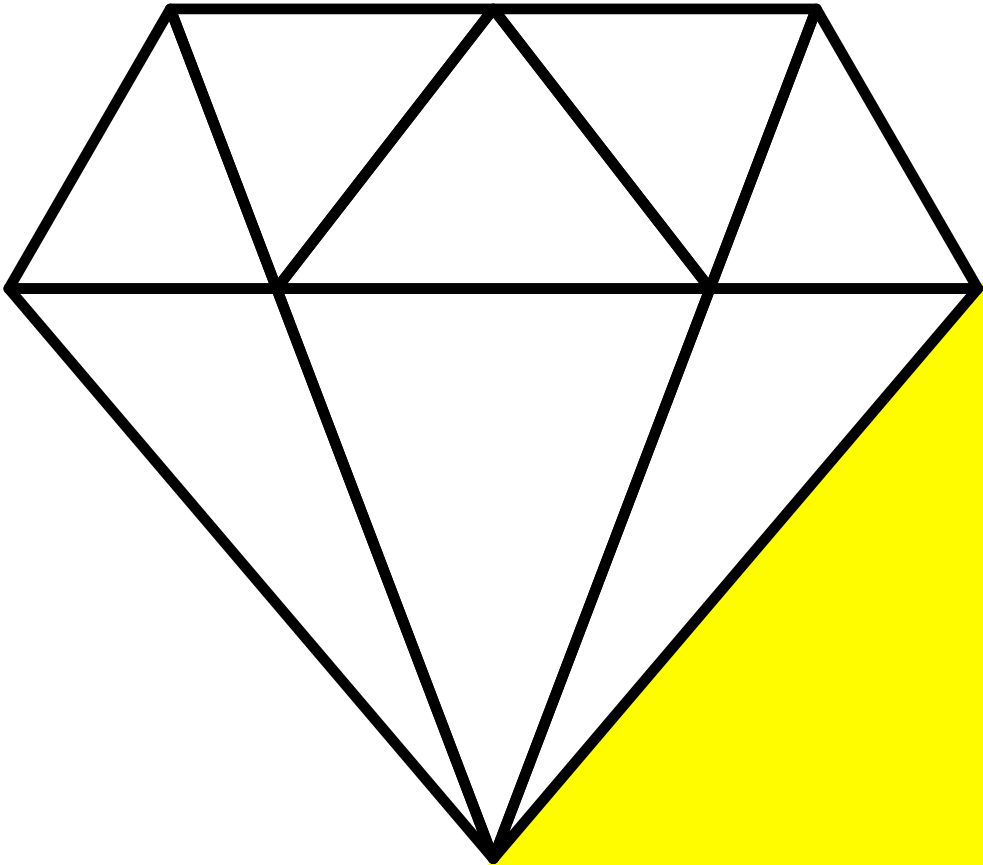


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INTRODUCTION



I am very happy you bought or downloaded this book. It means you are ready for action. Reading books can be very inspiring, but it only really has an impact if you adjust your behavior after reading the new insights. It is something I always aim for when writing a book: it should bring new insights, but above all it should sharpen your desire to take action. I try to do the same during my presentations. **Don't sell big, complicated theories but give people something they can work with. That is why I have created this workbook.**

I am assuming that you have either read my book 'The Diamond in the Rough' or have just seen a lecture of mine on this topic. You want to get cracking! Nice!

WHAT CAN YOU EXPECT?

This workbook uses the concepts from my book 'The Diamond in the Rough'. You get the chance to evaluate yourself on the different dimensions of the radiant diamond and then get started with a concrete action plan. This workbook is extremely pragmatic. **Here you don't write business cases or make long Power-Points. Instead things are really straightforward with a single goal: becoming a shining diamond.**

THREE MONTHS: TEN MINUTES A WEEK

The purpose of this book is to organize your thoughts, to motivate yourself to quick action and to pay more attention to the feedback from the market. My invitation is to organize three 'Shiny Diamond Challenges' within your company. After three challenges you will notice a growing level of positive energy around customer orientation.

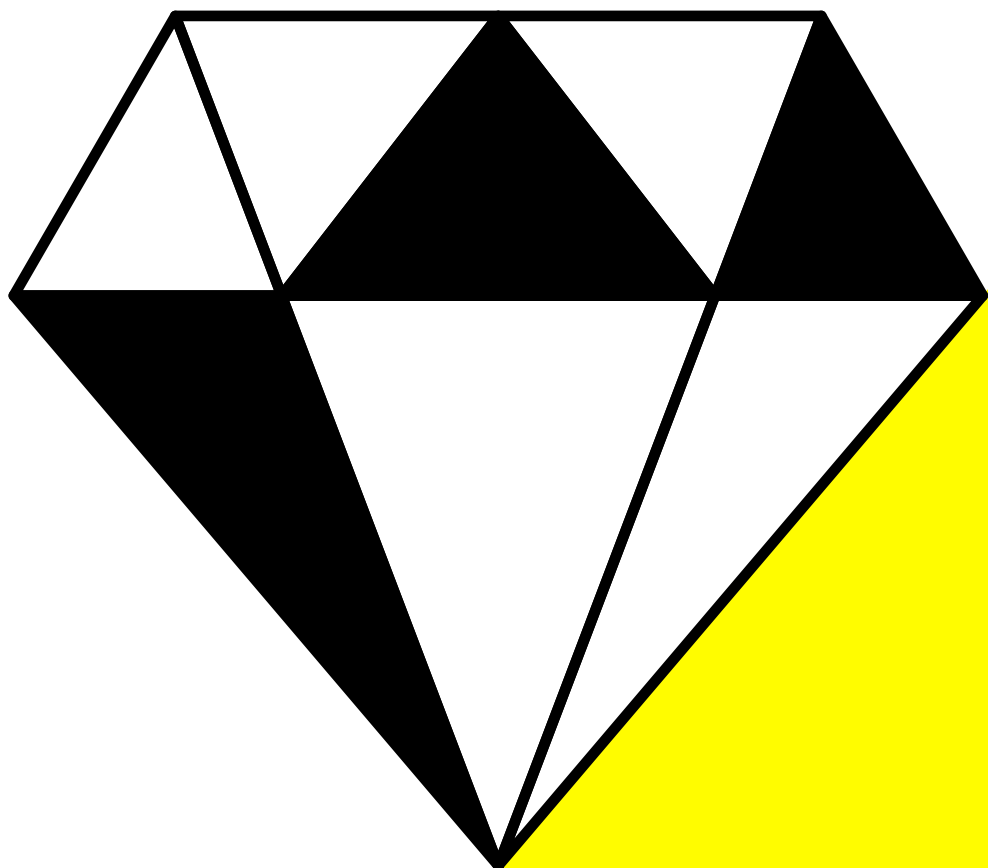
If you invest 10 minutes in a short ritual every Monday to write down your thoughts, you will be amazed at how much faster you become a shining diamond. **Too much administration makes me very nervous, but I am a huge proponent of formulating concrete and short-term ambitions. Committing them to paper increases the odds of making them a reality.** For three months, 10 minutes of your time every Monday and you're off.

WHY IS IT USEFUL TO GET STARTED WITH THIS BOOK?

1. It creates your own **weekly customer experience ritual**: Keeping track of the actions you've taken each week will build your motivation to reflect on your own customer experience efforts every day. By taking a number of concrete steps every week and thinking about them concretely, your results will quickly improve.
2. It ensures that you will change **many 'little' things in your customer experience**. Customers usually become dissatisfied with an accumulation of small, annoying things. The same applies vice versa. Offering many small positive experiences creates trust. Sometimes companies focus too much on the big challenges while underestimating the impact of small experiences. This workbook will help you devote enough attention to the little things.
3. Make it a **team event**: make sure that different people in your company have this workbook so that you not only keep track of your own efforts and learn lessons for yourself, but can you also discuss them together. Sharing experiences and working together on a good CX boosts internal motivation.
4. You will **pay more attention to customer feedback**: we are quick to take compliments for granted and sometimes dwell too long on negative comments. Consciously looking for positive customer feedback every week creates a positive dynamic.
5. **Feel good about yourself**: by working on the customer experience in such a concrete way, you will feel better yourself. This creates a positive spiral in your work environment. Suddenly many more positive stories will emerge that give everyone the energy to do an even better job for customers.

Furthermore, this is a **very easy approach to get started with the 'diamond in the rough' concepts**. It's all self-evident. I would like to thank you and wish you the best of luck. It is my dream to discover as many shining diamond companies in the world as possible. Now that you're getting started with this workbook, a new diamond will soon start to sparkle!

WHICH PARTS OF
YOUR DIAMOND
ARE ALREADY
SHINING AND
WHERE ARE YOU
STILL ROUGH?



The first thing we're going to do is take a look at how far you've come in your transformation from rough to radiant diamond. For this I use the 6 dimensions from the 'The Diamond in the Rough' management book. **You can give yourself a score from 0 to 10 on each of the questions on the opposite page:**

- **0 to 6 out of 10: Could be (much) better**
- **7 to 8 out of 10: Good**
- **9 to 10 out of 10: Perfect**

It is important to rate these items consistently. You can answer the questions for your entire company or only for your department, or you can complete the questionnaire just for you.

Rough or shiny diamond?

Total score: / 200 = / 100

Which parts of your diamond are already shining?

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Where is your diamond still rough?

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Now we're going to do two things. We are going to make the shiny part shine even brighter and we are going to tackle the rough part.

Which shiny part do you want to make shine even brighter?

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Which rough part do you want to make less rough?

.....

Now we have determined our focus for the first shiny diamond challenge. For the next four weeks you can work to achieve these two objectives. I can't wait to see your progress and feel your enthusiasm.

THE TOP GUN EFFECT

- When we communicate externally, it is usually a positive message / 10
- Our internal communication has a positive vibe / 10
- Our customers feel our positive vibes in most customer interactions / 10

THE CIRCLE OF INFLUENCE

- We have a concrete project in which we use our strengths
to create social added value / 10
- We have a clear opinion on certain social themes and are not afraid to voice it / 10
- We involve customers and employees in our social projects / 10

THE FAITH

- All our employees are convinced that customer focus is a priority / 10
- In a dispute with conflicting interests we usually opt for the client / 10
- We take a 'fix it' approach to problems / 10
- Our management is very clear in their communications:
'customer first' is what counts / 10

THE CUSTOMER LOYALTY FLYWHEEL

- Our customers are always 'seen, heard, helped' / 10
- It is very easy to do business with us. Convenience is very high. / 10
- Our communication is proactive and transparent / 10
- We actively work to create a sense of community among our customers / 10

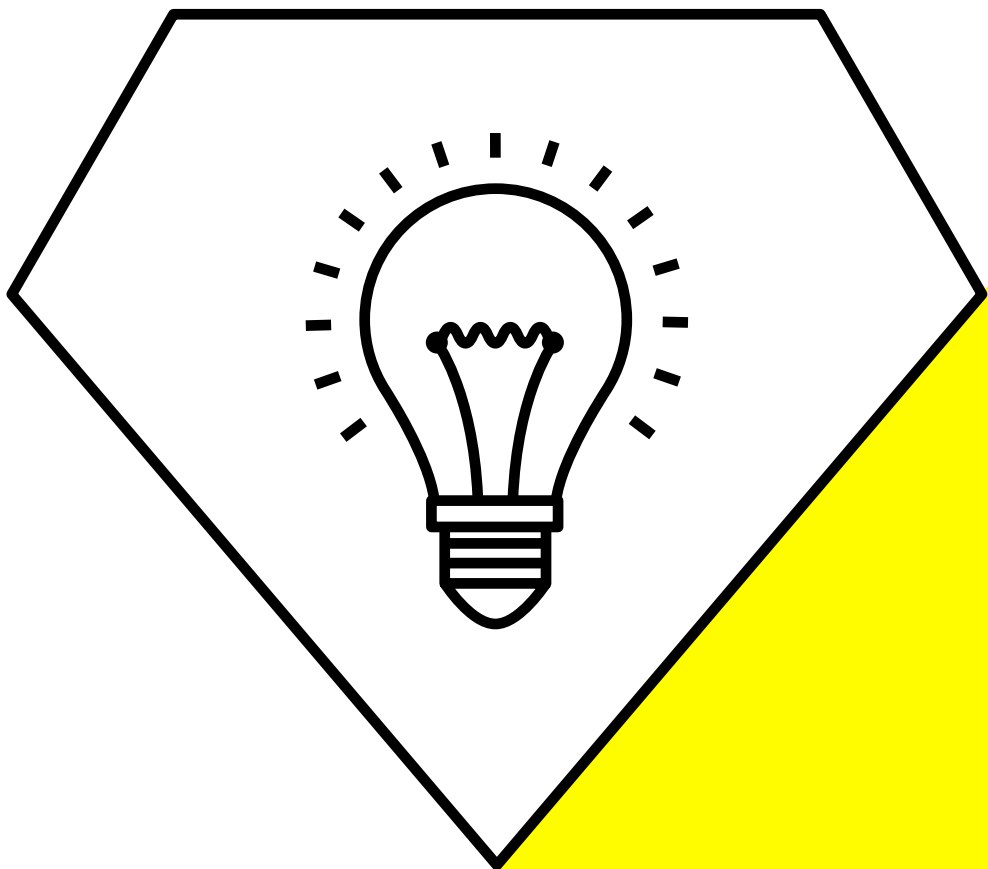
EFFECTIVE EMPATHY

- We have a good and fast-acting feedback loop / 10
- We quickly take concrete action when customer feedback comes in / 10
- All our employees receive direct customer feedback / 10

WHEN DIGITAL BECOMES HUMAN

- We increase the productivity of our teams with the right technology / 10
- We focus on typically human skills such as enthusiasm,
emotional intelligence and critical thinking / 10
- When we use or purchase technology, our analysis starts
with the benefits we can realize for customers / 10

INSPIRATION TO TAKE **ACTION**



If you already have ideas of your own to work on your focus areas, that's great. The greater your own input, the better. If you need some additional inspiration, here are some ideas from the book 'The Diamond in the Rough'. Each of these concrete tips has already proven its effectiveness. This can be a good place to start and develop your ideas from there. **Go through this list and select ideas you may want to work with in your own business.** You can then supplement with new, original ideas that fit your company.

THE TOP GUN EFFECT

- ☐ When you communicate externally, always make it a positive message. Even if it's bad news, make sure there is a positive story attached.
- ☐ Never bother your customers with your own problems. They couldn't care less.
- ☐ The media are often looking for negative stories about people and companies with problems so be sure to avoid this pitfall.
- ☐ Compliment your customers. Emphasize the good things you see from your customers.
- ☐ Send customers a spontaneous attention when something wonderful has happened in their lives.
- ☐ Surprise some customers with handwritten cards every week to congratulate or thank them.
- ☐ Include a personal note with your invoice to make it less impersonal. Make even the invoices fun.
- ☐ Respond to social media messages from your customers: congratulate them, wish them luck, ...
- ☐ Exude optimism, positivity and energy. You're raring to go again today!
- ☐ Come up with a 'pay it forward' philosophy that fits your company. What can your customers donate to people in need with you acting as the facilitator?

YOUR CIRCLE OF INFLUENCE

- ☐ Look for what your company can do on a social level that also fits the sector in which you are active (e.g. can an insurance broker help to make his town or city safer for bicycles?).
- ☐ Identify the social themes that fit your company and formulate a positive

opinion about them for yourself. Where relevant, you can then share that opinion. Not to polarize but to make a positive contribution.

- ☐ Make a list of all your company's sustainability efforts and determine how you can share them or decide which actions are still missing.
- ☐ If you support charities, find a focus in your efforts so you can also turn them into a convincing narrative. Tell a simple story that's in line with what your company stands for.
- ☐ Look at the list of SDGs (<https://sdgs.be/nl/sdgs>) and ask yourself: which goal suits us best and can we also contribute? Then you can take the appropriate action.
- ☐ If your company is ever seen in a bad light then opt for transparency in your communication.

THE FAITH

- ☐ Have your own way of communicating analyzed. How do you motivate or demotivate employees to be customer-oriented? Learn to better understand your own communication in order to become a better leader.
- ☐ Practice saying certain motivational phrases when employees have done something special for a customer, even if it cost them a little more time and money. Refrain from correcting them.
- ☐ If you organize a brainstorming session or workshop about CX then make it only about CX. Don't digress and maintain your focus!
- ☐ Have the courage to opt for the customer in the event of a conflict of interest and let your team know that "we accept the short-term pain to build long-term trust."
- ☐ Don't make customers pay for something that doesn't give them value.
- ☐ If an error has occurred or a problem has arisen: solve it as soon as possible first, then look into what exactly went wrong.
- ☐ Believe in the 95%-5% rule and make decisions for the 95% 'normal' customers.
- ☐ Trust your team. Give them the tools to make customers happy and the freedom to decide what is best.
- ☐ Inspire your team with random acts of kindness that you personally set up for customers. Invite them to do the same.
- ☐ If there is a problem between an employee and a customer, it is the leader's

job to help the customer and support the employee.

- ☐ Every week share all the positive messages you received from customers.
- ☐ Work with a customer quote of the week.
- ☐ If someone has done something exceptional to help a customer then put that employee in the spotlight.
- ☐ Look for small frictions in your customer relationship once a month and solve them. Involve employees in this process. If you'd like to tackle this with your team, we even have 'friction hunter' T-shirts to foster team spirit.
- ☐ Organize a customer challenge with your team every month. "What are we going to do this month to make customers extra happy?"
- ☐ Start every meeting with a positive customer story.
- ☐ Give your employees a €50 Christmas budget to make customers happy. The only condition: it must be a personalized gift or surprise so that the customer feels you're making an effort.
- ☐ Start each day by complimenting each other. "You handled that customer issue really well yesterday."
- ☐ When someone becomes a customer, what small token of appreciation can you give to make them feel good right away?
- ☐ Think about how you can greet customers by mail, phone or face to face to make them feel good. What do you yourself like and how can you use it in your industry?
- ☐ Promise only what you can deliver. Organize your own success: promise something with a margin that allows you to deliver faster than promised.
- ☐ Think about the power of moments. Which aspect of the customer journey creates a first peak in the relationship and how can you end the customer journey on a high note?



THE CUSTOMER LOYALTY FLYWHEEL

- ☐ Find a way to bring customers together around a common interest that also links back to the core of your business.
- ☐ Activate your company's ambassadors: give them input to talk about you, involve them in decisions, ...
- ☐ Involve your customers in content creation and sharing. Make it as easy and

worthwhile as possible for customers to share content about your company.

- ☐ Think about a way to add a positive emotion to your customer relationship.
- ☐ Don't be afraid to hand out expertise for free. Do this without any short-term expectations.

EFFECTIVE EMPATHY

- ☐ Provide a fast feedback system.
- ☐ Create a feedback system that requires little effort from the customer but still provides you with sufficient information (e.g. ask for NPS and one open field with the 'why?' question).
- ☐ Provide quick action based on customer feedback: choose the easiest things to solve first.
- ☐ Share customer feedback with as many employees as possible in a quick and easy format.
- ☐ Let every employee come into contact with actual customers once every six months. Face to face.
- ☐ Organize breakfast meetings with customers to collect feedback and have someone from a different team there each time to absorb that feedback directly.
- ☐ Start with 'Yes'. Show your positive intentions when a customer inquiry comes in.



WHEN DIGITAL BECOMES HUMAN

- ☐ Experiment with new technology as much as possible, then consider the customer benefits before making your decision.
- ☐ Provide sufficient customer reviews and content on the internet so that in a future with AI as a gatekeeper, the algorithm finds sufficient hits.
- ☐ Mirror your customers' communication channels. If the customer prefers Whatsapp, then you use Whatsapp. If the customer prefers to use the telephone, then you telephone.
- ☐ Do the 'click to order' test on your own site. Go to your own website and order your own products. If it's not going fast enough, remove the main frictions.

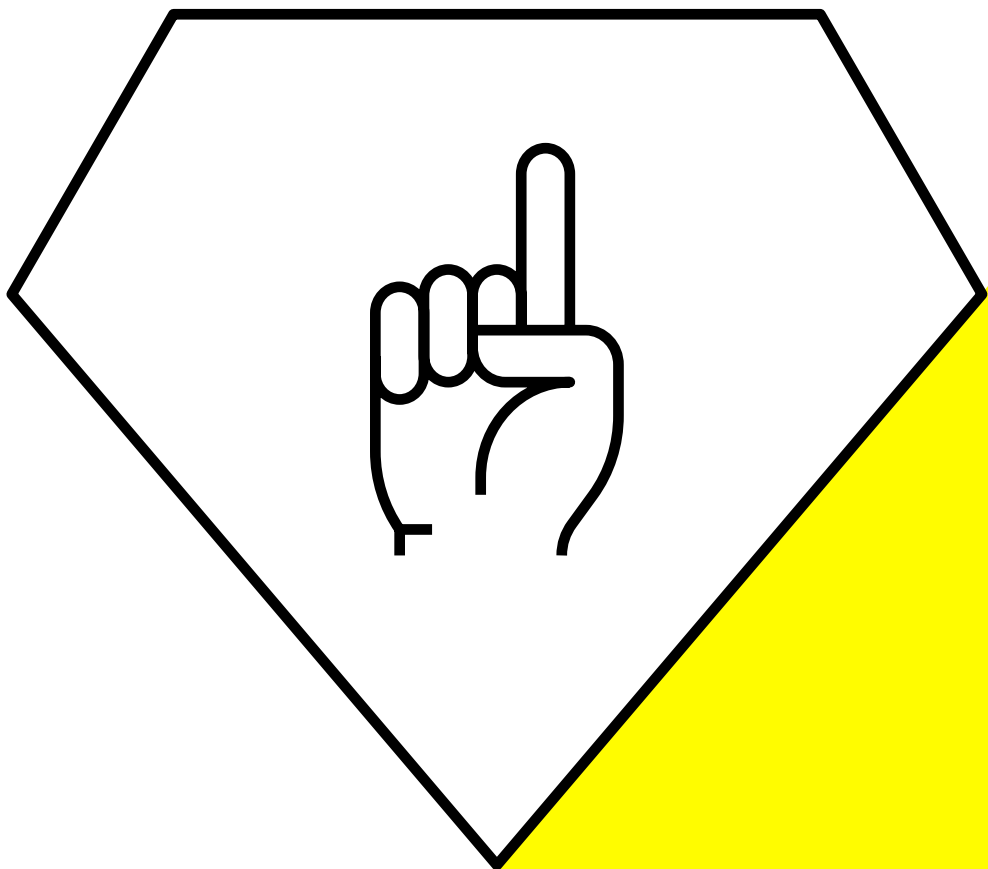
- ☐ Visit your own website on your mobile and surf to every page.
Deal with the frictions.
- ☐ Only use technology if it increases employee productivity.
- ☐ Determine which employees naturally combine the most empathy, enthusiasm and efficiency and maximize their customer contact.
- ☐ Make every executive at your company aware that they have both an operational and a cultural responsibility.

MISCELLANEOUS TIPS FOR BECOMING A RADIANT DIAMOND

- ☐ If something goes wrong in your planning, proactively communicate the situation to the customer. Do not let the customer find out for himself but be the first to propose an alternative solution or timing.
- ☐ If you have a customer project in which several parties are taking part then involve these parties in the project from day one. Also let them get to know the customer, so that everyone is on the same page to help the customer properly.
- ☐ Build long-term partnerships with suppliers. Ensure that your suppliers become partners who enjoy working for you, which benefits quality and continuity.
- ☐ Rules and procedures are there to be broken in 5% of cases. Processes are in place for a reason but intuition is also important. Allow your gut feeling to occasionally break the rules for the benefit of the customer.
- ☐ A presentation to your employees about customer focus should include feedback from both satisfied and dissatisfied customers.
- ☐ Ask all employees to come up with one idea to improve customer service. Then give them the responsibility to implement their own idea. The leader's job is to help them succeed in that project.
- ☐ In harsh economic times, look for a cheap way to adopt even more customer-oriented work methods. If you save on CX, it will be difficult to get it back up to standard afterwards. Times when everyone is struggling are the perfect opportunity to stand out from the crowd.
- ☐ Don't put all your resources into constantly coming up with new products; invest sufficient resources in devising a better experience. Use part of your product budget for your customer experience.

- ☐ Organize as much valuable (inspiration, not sales) face-to-face customer contact as possible (events, workshops, ...).
- ☐ Monitor what is being said about your business online and organize to respond to positive or negative comments.
- ☐ List the most common customer questions. Then make videos or articles where you answer those specific questions. This increases efficiency for the customer and reduces the workload of the contact center.
- ☐ Tell your company's story through storytelling. Make the most of the new fast interfaces and short formats.
- ☐ Be a facilitator of knowledge. Maybe you can make a podcast where you interview customers. This way you are seen as an industry expert and you offer concrete value to your customers while putting a customer in the spotlight.
- ☐ Invest first in technology that saves the customer time.
- ☐ If you invest in new technology, bring value to the customer and try to turn it into a PR story to generate a double effect.
- ☐ Start the day or week with a customer experience meeting. Read the new questions and insights and respond with concrete action.
- ☐ Make your employees' lives easier. Don't let them waste time on useless internal matters. All that time can be invested in customer experience.
- ☐ Customer focus is not the same as being cheap. If you're a shining diamond, make sure you're not too cheap or too discounted.

THE ***SHINY DIAMOND*** CHALLENGE



Now it's time for the real action.

We are organizing three challenges, each lasting four weeks.

WHY 4 WEEKS?

When there is enthusiasm about an idea, it is **important to implement that idea quickly**. This is how you keep that enthusiasm high. It is often the small changes that have a major impact on the customer relationship. By imposing a four-week limit you are forcing yourself to take quick action.

HOW DOES THE SHINY DIAMOND CHALLENGE WORK?

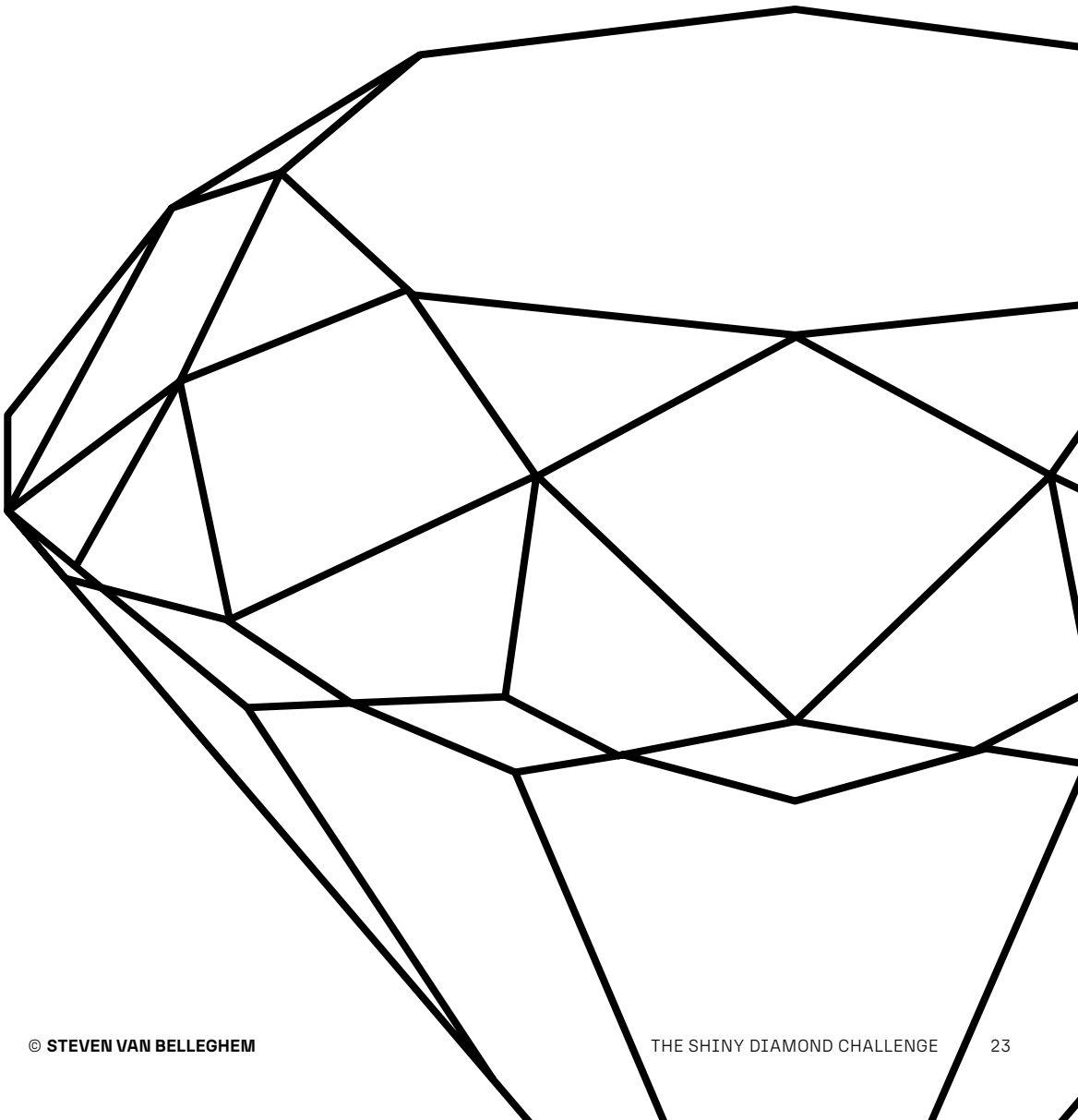
1. You determine the ambition for these four weeks. **What are your objectives?**
2. **You set the goal for each week on Monday.** What are you going to do concretely? What is your ambition?
3. The following Monday you make a **short evaluation** of your previous week and set the new objectives for the coming week. Do the same for the next two weeks.
4. The last step is to **evaluate the past four weeks for yourself**. What worked? What was difficult? What was the best feedback you received?

HOW MUCH TIME DO I INVEST IN THIS WORKBOOK?

The purpose of this workbook is to write down your plans in detail and keep them up to date in a very efficient way. **Investing 10 minutes of your time every Monday is enough**. It will help you make your thoughts concrete, pay more attention to the feedback and find focus in your actions. I deliberately kept budget out of this book. Our focus here is the mindset, making the ideas better, motivating yourself and others. **This workbook is not about writing a business plan but about motivating you to carry it out.**

WHAT ABOUT AFTER THOSE FOUR WEEKS?

Hopefully after the first four weeks you will have positive energy and you will be eager to start your next 4-week challenge. **Working on customer experience month after month will help you gradually build the new customer culture.** The more people are involved, the better. My recommendation is to organize three challenges in a row to build momentum and enthusiasm.



MY AMBITIONS FOR THE FIRST ‘SHINY DIAMOND CHALLENGE’

TIP: **As the first challenge, choose a project that enjoys broad support and that can immediately generate strong customer enthusiasm.** Be sure to choose a goal that is feasible, because this has to be a successful experience.

Which part of the ‘shining diamond’ do you want to work on?

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When will you be satisfied after these four weeks?

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What concrete actions do you want to take in the next four weeks?

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Who will you involve in this ambition?

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THE FIRST MONDAY

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE SECOND MONDAY

Looking back on last week and your efforts with regard to the ‘Shiny Diamond Challenge’, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you’ve learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days.

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE THIRD MONDAY

We are halfway through the 4 weeks. You are probably seeing the first results by now. **Time to start steering the challenge towards the final result.**

Looking back on last week and your efforts with regard to the ‘Shiny Diamond Challenge’, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you’ve learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days.

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE FOURTH MONDAY

You are starting the final week of your four-week challenge. The end result is in sight. **You have five days left to pull out all the stops and provide even better customer service.**

Looking back on last week and your efforts with regard to the Shiny Diamond Challenge, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you've learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days. These are the final days of your four weeks. **What steps will you take this week to achieve your expected end result?**

What action will I take?	When will I do this?	Who will I do this with?

THE FIFTH MONDAY

The first 'Shiny Diamond Challenge' is over.

Here you can make a final evaluation of your efforts.

How do you feel about the end result of your challenge?

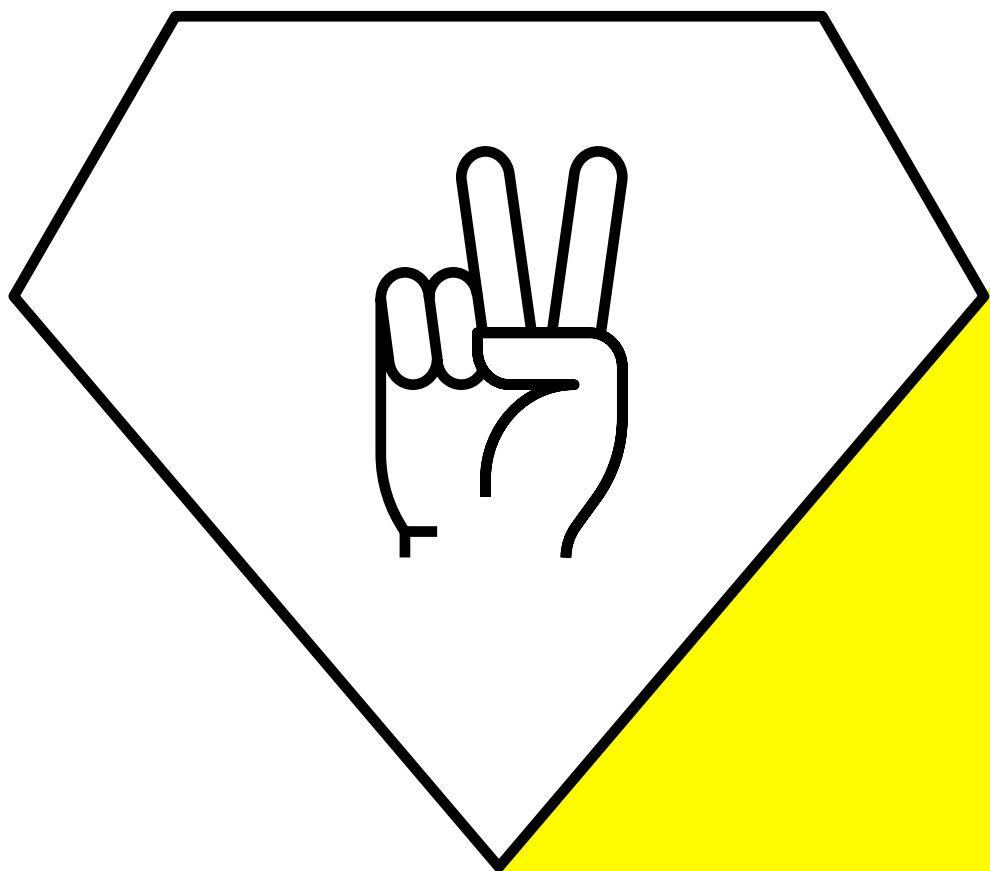
What are you proud of?

What went well and will you do again next time?

What learning lessons should you keep in mind for the next challenge?

What initiatives can you take to make this initiative a lasting success?

ROUND TWO:
ANOTHER
SHINY DIAMOND
CHALLENGE



If you want to build a customer-oriented culture, it is recommended to organize a number of challenges one after the other. As a result, more and more people will become involved in the transformation from rough to radiant diamond.

When choosing the second challenge and the people in the team, it is therefore interesting to take the following aspects into account:

- **Be sure to re-engage the most enthusiastic people** from your first round. You want to hold on to that enthusiasm.
- **Also involve a number of new people in this challenge.** People who weren't there last time but radiate positive energy when it comes to customer focus.
- **Choose a different topic.** Try adding something new to your customer relationship in another dimension.
- While you're working on the second challenge, it's also useful to **fan the fire from time to time about the outcome of the first challenge.**

***GOOD LUCK WITH
ROUND TWO!***

MY AMBITIONS FOR THE SECOND 'SHINY DIAMOND CHALLENGE'

Which part of the 'shining diamond' do you want to work on?

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When will you be satisfied after these four weeks?

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What concrete actions do you want to take in the next four weeks?

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Who will you involve in this ambition?

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What small actions will you take to keep the result of the first challenge alive?

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THE FIRST MONDAY

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE SECOND MONDAY

Looking back on last week and your efforts with regard to the ‘Shiny Diamond Challenge’, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you’ve learned?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days.

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE THIRD MONDAY

We are halfway through the 4 weeks. You are probably seeing the first results by now. **Time to start steering the challenge towards the final result.**

Looking back on last week and your efforts on the Shiny Diamond Challenge, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What action will I take?	When will I do this?	Who will I do this with?

THE FOURTH MONDAY

You are starting the final week of your four-week challenge. The end result is in sight. **You have five days left to pull out all the stops and provide even better customer service.**

Looking back on last week and your efforts with regard to the Shiny Diamond Challenge, what are you most proud of?

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Have you received any customer feedback yet? What is your favorite so far?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days. These are the final days of your four weeks. **What steps will you take this week to achieve your expected end result?**

What action will I take?	When will I do this?	Who will I do this with?

THE FIFTH MONDAY

The first 'Shiny Diamond Challenge' is over.

Here you can make a final evaluation of your efforts.

How do you feel about the end result of your challenge?

What are you proud of?

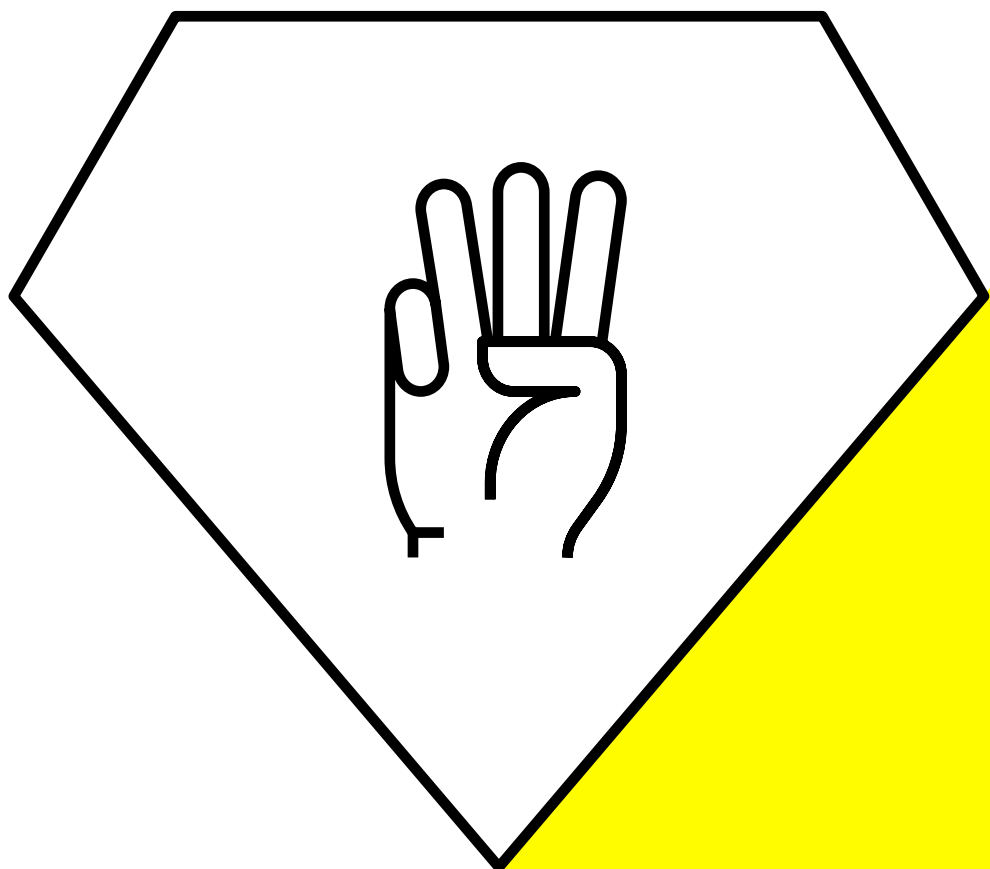
What went well and will you do again next time?

What learning lessons should you keep in mind for the next challenge?

What initiatives can you take to make this initiative a lasting success?

Meanwhile what has been happening with the result of the first challenge?

ROUND THREE:
ANOTHER
SHINY DIAMOND
CHALLENGE



Now you're starting to hit your stride. People in your company are starting to notice something is happening. Momentum around your customer-oriented efforts is building. To speed things up even further, we are organizing a third round.

When choosing the third challenge and the members of your team it is interesting to take the following aspects into account:

- Involve **enough new people** in this initiative.
- If your company is big enough and there is plenty of enthusiasm, **you can give a few enthusiastic team members from challenge 1 and 2 their own workbook**. They can then develop and implement their own challenges. This will accelerate your initiative: the customer benefits from better service and more people take responsibility.
- **Choose another new topic**. The more different things you try, the better you will understand what works and what doesn't.
- **Don't lose sight of your two previous challenges and try to keep those initiatives alive**. Maybe you can appoint someone from the teams to keep the fire burning.

***GOOD LUCK WITH
ROUND THREE!***

MY AMBITIONS FOR THE THIRD ‘SHINY DIAMOND CHALLENGE’

Which part of the ‘shining diamond’ do you want to work on?

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When will you be satisfied after these four weeks?

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What concrete actions do you want to take in the next four weeks?

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Who will you involve in this ambition?

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What small actions will you take to keep the result of the first challenge alive?

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THE FIRST MONDAY

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE SECOND MONDAY

Looking back on last week and your efforts with regard to the ‘Shiny Diamond Challenge’, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

.....

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What is the most important lesson you’ve learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

.....

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.....

Time to prepare for the next five days.

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE THIRD MONDAY

We are halfway through the 4 weeks. You are probably seeing the first results by now. **Time to start steering the challenge towards the final result.**

Looking back on last week and your efforts on the Shiny Diamond Challenge, what are you most proud of?

.....

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What was the best feedback you received last week?

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.....

Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you've learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

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.....

Time to prepare for the next five days.

What steps will you take this week to realize your ambitions?

What action will I take?	When will I do this?	Who will I do this with?

THE FOURTH MONDAY

You are starting the final week of your four-week challenge. The end result is in sight. **You have five days left to pull out all the stops and provide even better customer service.**

Looking back on last week and your efforts with regard to the Shiny Diamond Challenge, what are you most proud of?

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What was the best feedback you received last week?

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Have you received any customer feedback yet? What is your favorite so far?

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What is the most important lesson you've learned?

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What unexpected roadblock did you encounter last week?

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What will you do this week to remove (or circumvent) that roadblock?

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Time to prepare for the next five days. These are the final days of your four weeks. **What steps will you take this week to achieve your expected end result?**

What action will I take?	When will I do this?	Who will I do this with?

THE FIFTH MONDAY

The first 'Shiny Diamond Challenge' is over.

Here you can make a final evaluation of your efforts.

How do you feel about the end result of your challenge?

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What are you proud of?

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What went well and will I do again next time?

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What are learning lessons to take with you to the next challenge?

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What initiatives can you take to make this initiative a lasting success?

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.....

Meanwhile what has been happening with the result of the first challenge?

.....

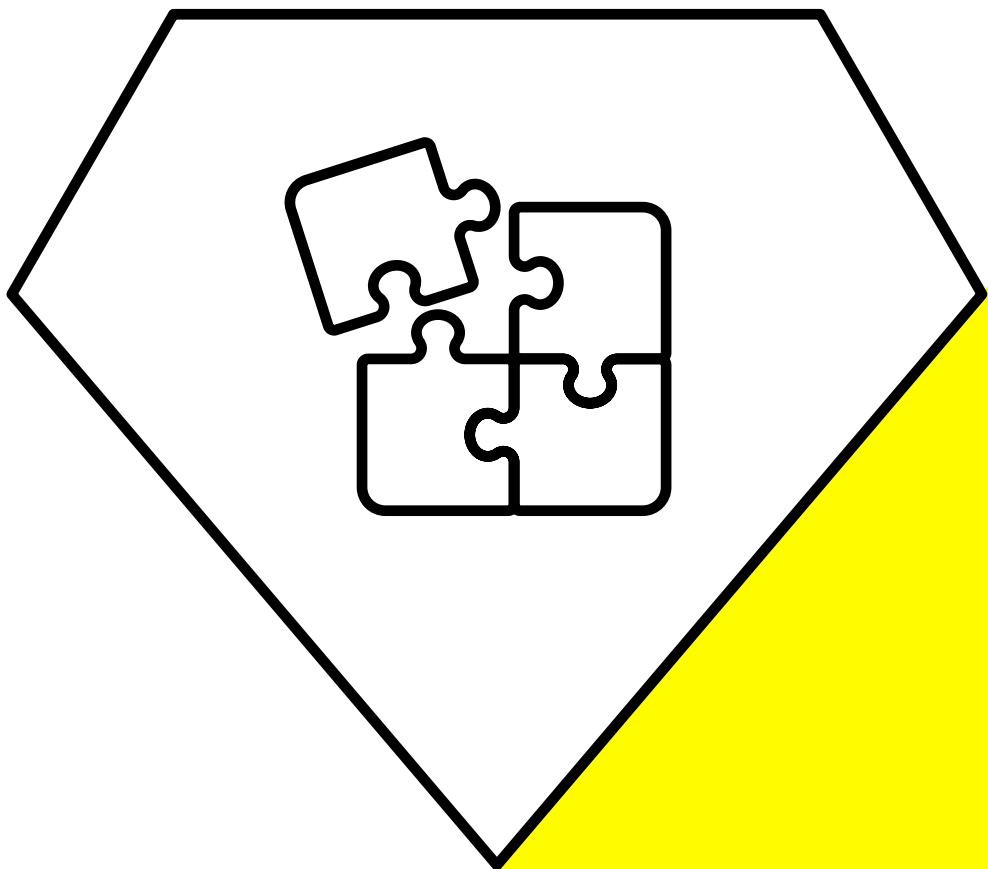
.....

Meanwhile what has been happening with the result of the second challenge?

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THE MORE COMPLEX CHALLENGES



The transformation from rough to radiant diamond also requires larger and more complex projects. We can't solve everything in four weeks. Let's centralize all the information here:

- **Look back at the initial evaluation you made of your company.**
- **Have a look at your conclusions from the three challenges.**

Then I will help you prioritize.

What are your biggest challenges in truly becoming a shining diamond?

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What roadblocks were you unable to remove?

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What positive surprises have you seen that you can build on?

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What customer-oriented needs have you discovered that cannot be solved in 4 weeks but that harbor great potential?

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Translate these needs into a number of concrete projects (maximum 5).

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Now let's turn our attention to these projects. For each of them I have provided a small project sheet that will help to shape this idea in a transparent way. In this phase there is no need for a comprehensive PPT or a detailed business case. Here we shape ideas in order to better assess where the real value for the customer lies. Some projects may turn out to be too extensive, too complex or too expensive to tackle now. That's OK. It's a good thing you're already considering them now and at some point they may become a viable option.

For the time being let's focus on the projects that offer added value right now and are feasible.



TITLE PROJECT 1

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Description project 1:

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How does the customer benefit from this project?

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Score the extra customer benefit for this project: :

..... / 10

What steps are needed to achieve these benefits?

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.....

.....

Give a (rough) estimate in terms of budget:

Give a (rough) estimate in terms of time investment:

Give a (rough) estimate in terms of lead time:

Score the efforts to realize this project:

..... / 10

TITLE PROJECT 2

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Description project 2:

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How does the customer benefit from this project?

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Score the extra customer benefit for this project: :

..... / 10

What steps are needed to achieve these benefits?

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Give a (rough) estimate in terms of budget:

Give a (rough) estimate in terms of time investment:

Give a (rough) estimate in terms of lead time:

Score the efforts to realize this project:

..... / 10

TITLE PROJECT 3

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Description project 3:

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How does the customer benefit from this project?

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Score the extra customer benefit for this project: :

..... / 10

What steps are needed to achieve these benefits?

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Give a (rough) estimate in terms of budget:

Give a (rough) estimate in terms of time investment:

Give a (rough) estimate in terms of lead time:

Score the efforts to realize this project:

..... / 10

TITLE PROJECT 4

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Description project 4:

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How does the customer benefit from this project?

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Score the extra customer benefit for this project: :

..... / 10

What steps are needed to achieve these benefits?

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Give a (rough) estimate in terms of budget:

Give a (rough) estimate in terms of time investment:

Give a (rough) estimate in terms of lead time:

Score the efforts to realize this project:

..... / 10

TITLE PROJECT 5

Description project 5:

How does the customer benefit from this project?

Score the extra customer benefit for this project: :

..... / 10

What steps are needed to achieve these benefits?

Give a (rough) estimate in terms of budget:

Give a (rough) estimate in terms of time investment:

Give a (rough) estimate in terms of lead time:

Score the efforts to realize this project:

..... / 10

You have now created (max.) five project sheets for projects that you believe add value for the customer. For each of these projects you have awarded a score (based on your experience and gut feeling) in terms of benefit and investment. **As a next step, you can insert these five projects in the 'investment v customer benefit' matrix.** If you scored everything in the same quadrant please differentiate those scores a bit more.

Investment High	Value loss	Big Jobs!
Investment Low	Waste of time	Big Win!
	Customer Benefit Low	Customer Benefit High

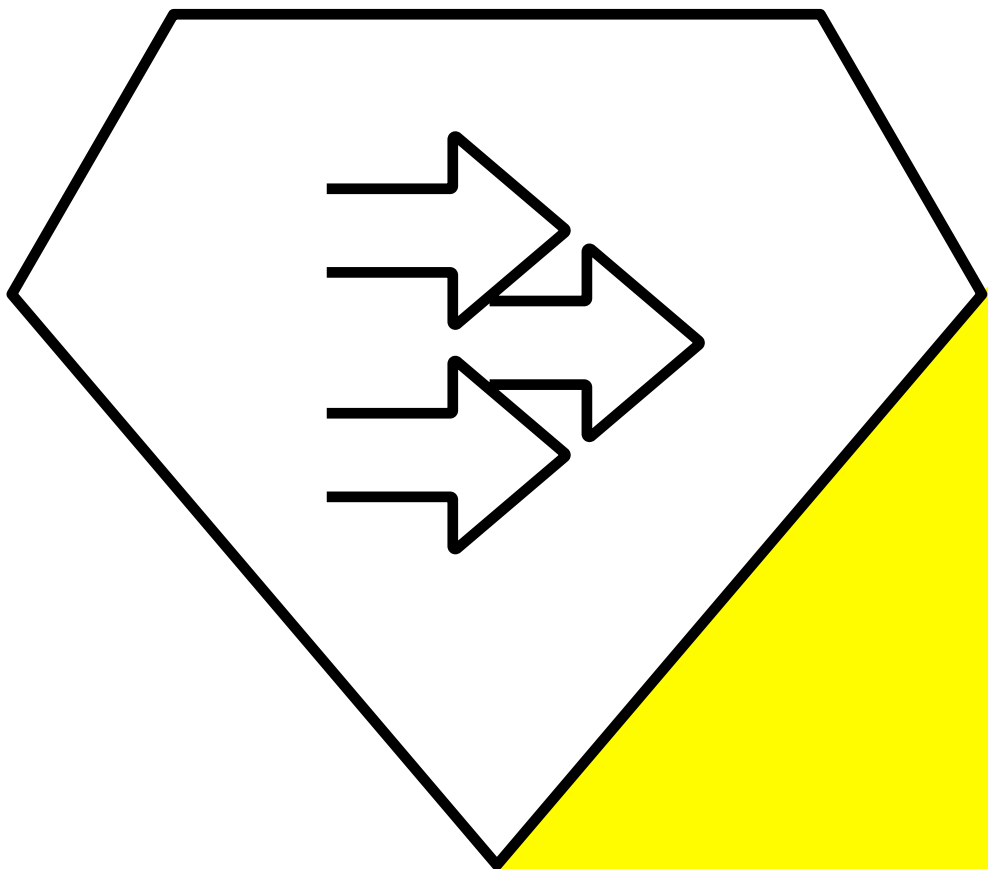
Obviously, we won' be carrying out any projects that rate on the left side of the matrix. We will implement projects on the bottom right – the Big Wins – as soon as possible. There is no need for a lot of red tape for these projects. They are self-explanatory and you can carry them out as a first priority.

You probably have a number of projects in the Big Jobs quadrant. These projects are important for your transformation into a radiant diamond. It is important to take your time to make the right choices for these projects: what partners do you need, what budget, do you have the right expertise in-house, ...? I advocate speed and pragmatism but in this case it's a good idea to take a moment and write out the details. This will give you a starting point to discuss this with the right people in your company. Even if you have a small company and you are the manager, it is still useful to put these projects aside for a few weeks and come back to them once in a while. This increases your chances of success.

Which three projects will you tackle first?

- 1
- 2
- 3

WHAT'S THE
NEXT STEP NOW?



Congratulations! You have already made great strides in your transformation from rough to radiant diamond.

As a next step, I would like to recommend the following:

- **Collaborate with the right people inside or outside your company** to implement your three strategic projects. You have chosen these three because they will have a major impact on customer satisfaction. Get cracking. Your project sheet can serve as input to start the initial conversations.
- **Undertake another ‘Shiny Diamond Challenge’ every x number of months.** Keep it alive. Don’t underestimate the impact of small projects on your team and your customers.
- If you’ve discovered radiant diamond enthusiasts over the past few months, invite those people to play a meaningful role in the transformation. Let them organize their own challenges with other teams. **Try to create an oil slick in your organization.**
- Once your three strategic projects are up and running, you can go through the same procedure again. **Try to find a rhythm.** Work with a limited number of concrete projects in combination with the challenges. This is the way to make genuine strides.

It’s fantastic that you are working so actively and positively on your customer culture. The advantage of this practical approach is that you will see results very quickly. You can use the positive energy that this generates to take the next step. And then the next. And so on. **Remember, every time a customer asks a question, you have a choice. Am I going to help that customer or am I going to turn him or her down nicely? In every instance you get to decide what happens.**

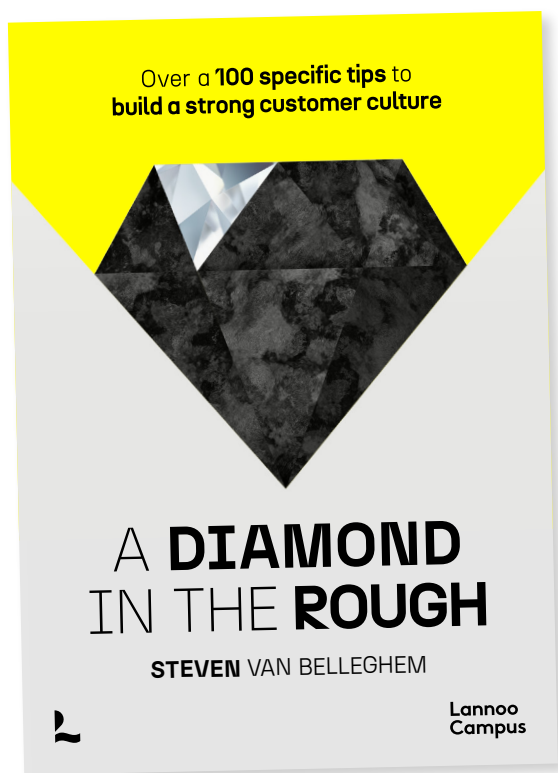
I wish you every success in the continuation of your transformation into a radiant diamond. **As you know, you can download a PDF version of this workbook for free from my site.** This means you can reuse the workbook as often as you like and you can share it with everyone in your organization.



Here is the QR code to the download page.

Thank you for your enthusiasm!
Good luck with your transformation!

A stylized, handwritten signature in black ink that reads "Steven".



In more than 100 tips,
A DIAMOND IN THE ROUGH
shows you how to build a
**customer-focused company
culture.**



Get your team CX-cited
with these ***SHINE BRIGHT
LIKE A DIAMOND*** T-shirts
and hoodies.



*Radiate **optimism, positivity** and **energy**.
Be loyal to your customers (& they will be loyal to you).
Never forget to **ask what you can do for your customer**.*

In my sixth management book 'A Diamond in the Rough' I wanted to answer the 'HOW' question. **HOW can you build a customer-centric culture in your organization?** A customer-centric culture will be one of the most differentiating factors in the business world in the coming years.

To give my readers an extra boost, I have created this workbook. **With this workbook you can really take those first steps to make your culture even more customer-centric.**



Steven Van Belleghem is a **best-selling author** and an **international keynote speaker**. He is a **serial entrepreneur**, part-time **marketing professor** and a guest speaker at London Business School.

Steven is a **founding partner** of the inspiration and innovation consultancy group **Nexxworks**.

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