



**What's Your Company's DNA?**  
Drive Change Before Your Customers Do

ADVA  
Annual Meeting  
Ponte Vedra Beach

presents  
**Howard E. Hyden**





**Dare to be AWESOME**



**The Challenge 2011**

- Customers will raise the bar
- Employees will expect a raise
- Employees will bring same value**



**The Challenge 2011**

**The Result**

- Increased pressure on margins

How many are feeling this pain?



**The Challenge**

**Add Value  
or  
Stay Home**

## ⊘ Kumbia Build Value

Who said that?

**Jeanne Bliss**

## Big Tip



Meeting to Discuss Adding More Value

## Change

Change the Way the Game is Played

- Stimuli
- Behavior Change

**EVA → CVA → EVA**

**“You Get What You Tolerate”**

*Howard E. Hyden*

## Management Behavior

Hire the Best

The Next Time You Quit \_\_\_\_\_!

# Leave!!!!

## Management Behavior

Hire Attitude

- Hire attitude
- It's about a great team!!
- Do you hire people who fit the soul?

## Are Your Employees...

# AWESOME

## Hire the best...



*If the rate of change in the marketplace is greater than your rate of change.....*

Jack Welch

## Strategy #1

- 💡 Increased revenue/customer
- 💡 Retain more customers

## Strategy #2

- 💡 Acquire more new customers
- 💡 Increase close rate

## Product Focused

Organizational Culture  
Customer Focused

## High Level of Knowledge/Expertise

- 💡 Knowledge is your asset
- 💡 Knowledge is your \_\_\_\_\_

### Counter-Intuitive Thinking

The rest of the world goes south



You should...



### Counter-Intuitive Thinking

The rest of the world cuts value



You should...

### Life is a Six Inch Game



Howard E. Hyden

### Counter-Intuitive Thinking

Tough Times



Good News or Bad News?

### Reduce Total Cost



### Reduce Total Cost

- 💡 GPS
- 💡 Laptops
- 💡 Training



### 3 Huge Tips

- 💡 Communicate
- 💡 Communicate
- 💡 Communicate

### Win More Business

Adding value



Communicating



## Multiple Media

- Web site
- Newsletters
- Sales reps presentations
- Proposals/Quotes
- Executive visits
- Social media - Web 2.0

## Communicating

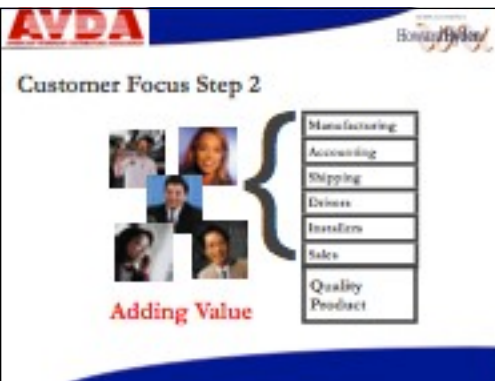
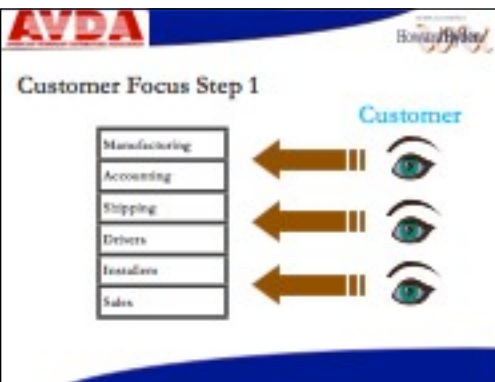
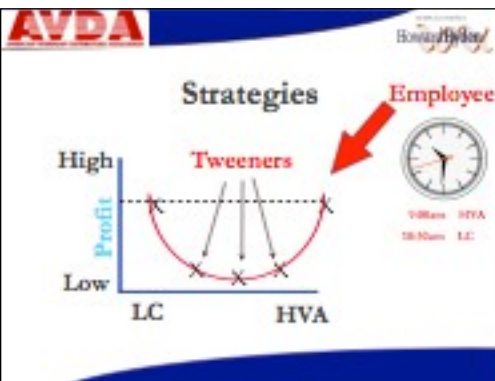
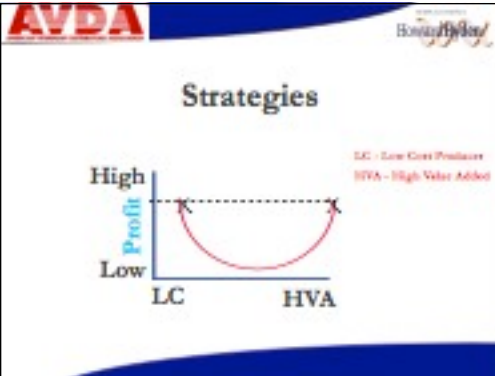
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Is it important to have a **unique** competitive advantage?

## The Problem





## Adding Value

How do I **add more value** for the customer compared to my counterpart at brand X?

## Adding Value

How do **my Employee** add more value for the customer compared to the CEO of brand X?

**"Get out and pound the turf!"**

## Human Capital

"Employees should be viewed as an **appreciating** asset!"



## Counter-Intuitive Thinking

The rest of the world cuts training



You should...

## Human Capital

"The Cost of Not Training is Greater than the Cost of Training."



- Train 'em and take the risk they quit*
- Not Train 'em and take the risk they stay*

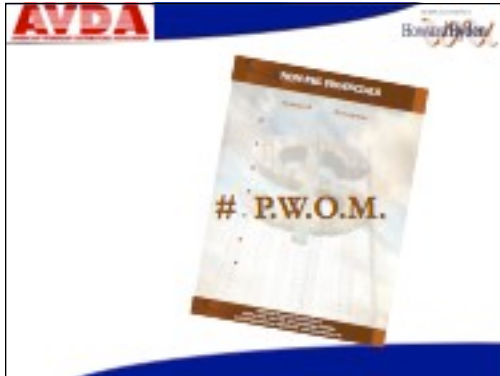
You will get WOM!



Is it possible that the employee could be the competitive disadvantage?

3rd Egg





**AVDA** How to Fly

**Counter-Intuitive Thinking**  
3rd Egg

What is **your** 3rd egg?



# PWOM

Grossly underutilized marketing strategy!



# Thanks Sponsors



*Jackie King*

*Mark*

*Rich Gibbons*

# Thanks

*Howard E. Hyden*