

In-Spite-of People and the 21st Century Customer

Munich Top Event with interesting insights

“This was an excellent day!” said one of the participants just after the final panel discussion. In our last newsletter we announced three high-calibre speakers. On June 19, our Munich Top Event on *Trust in a Networked World* finally took place. And all speakers lived up to their promises!

The Voice of the Alumnus: Jürgen L. Sommer, Channel Management Expert and Entrepreneur: Starting with a definition of trust and the question about who trusts whom, Jürgen presented us some interesting conclusions of his longstanding experience. According to him trust is something which is produced through competence, predictability, accountability, and values. Having trust can avoid the effort of continuous control. In a networked world, personal trustworthiness can be increased by more authenticity competence, and recommendations, claimed Jürgen.

The Voice of the School: Professor Moira Clark, started with a view on the 21st century customer who is becoming more planless, fragmented, and female. Henley research shows that new models of customer experience need to be developed. According to Moira, there are new customer experience factors which count in today’s business world. In B2B for example, the extent of personal contact, flexibility, and an implicit understanding of customer needs become more and more important. Social networks have changed the way trust is created between companies and their customers. There are more and more people who trust recommendations from friends rather than the companies they buy from. Social networks and web search play an important role when checking companies messages for correctness. Companies themselves have detected social media as an important marketing channel. As the become inevitably parts of these networks, they will no

longer be in complete control of their brand and products. Trust and governance become important factors for network management and customer retention.

The Voice of the Boardroom: Jürgen Samuel, CEO of sicap AG, a subsidiary of Swisscom and its locomotive of innovation, explained why trust is an important prerequisite for organisational change programmes. He explained the paradox of organisational turnaround situations where on one hand results are needed but on the other hand unconventional behaviour is required. Innovative, competent, cooperative and shaping action needs to be taken even though pressure seduces people to act differently. Jürgen coined the term of “in-spite-of people” who have courage, take responsibility, build trust, and act with confidence in spite of pressure, insecurity, and the need for quick results.



Presentations, pictures, and testimonials on www.ha-g.de

WHY DOES OUR NETWORK NOT PERFORM?!

19 Alumni including the Chairman enrolled for our first Top Event this year. In total 24 people were present. This is the minimum we need to justify the effort of preparation and to show at least some respect to the people who prepare the event and those who are speaking. You should all understand that without the network and its support your careers have a lower chance of success. Please let us know what would make you attend so that we can make changes if required. Another disastrous performance of this kind cannot be accepted for Frankfurt and another event will certainly not take place under these conditions. The work that has to be put into it just does not stand in a proper relation to the outcome.

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2. access the buecher.de site via www.ha-g.de so that we incur the commission being a buecher.de affiliate.



Frankfurt Speakers confirmed

We are proud that Sönke Strahmann, CFO of wer-kennt-wen.de, one of Germany’s most popular social online communities with more than 8 million users, and Dr. Bernd Vogel, Assistant Professor of Leadership and Organisational Behaviour, have confirmed to be the *Voice of the Boardroom* and the *Voice of the School* respectively. **Save the date in your calendars NOW: 13 November 2010 in Frankfurt.**

Manufacturing Footprint

Ricardo Moya, Senior Expert at McKinsey & Co. who chaired the meeting on *Lean Management* in autumn 2009 will chair another roundtable on 16 September 2010 on *Manufacturing Footprint*. Details will be published on www.ha-g.de in due course.

20 new members in 2010!

Thorsten Brand is new alumnus no. 20 in 2010. He signed during the Munich Top Event. Welcome Thorsten! Help us to live the network.



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Contact: *Ursula Rau*
Email: info@ha-g.de