

# 5 ways to analyze EXECUTIONAL EXCELLENCE

## Principle 1: Consumer Sovereignty

*"The customer is boss."*

- ✓ Do we practice customer obsession?
- ✓ How many 1-on-1 customer conversations per week?
- ✓ How many customer site visits per week?
- ✓ How can we act to understand customers better?



## Principle 2: Subjective Value

*"How is the customer feeling?"*



- ✓ Do we have insights into customer preferences?
- ✓ Do we know why they feel that way?
- ✓ Do we know our customer's expectations?
- ✓ Do we meet those expectations?
- ✓ Can we exceed them?
- ✓ Do we keep all our promises?

## Principle 3: Dynamic Resource Allocation

*"Are all of our assets creating customer value?"*

- ✓ Do we know how our assets create customer value – individually and collectively?
- ✓ Do we know which ones create more than others?
- ✓ Can we project customer trends into the future?
- ✓ Are we conducting experiments to meet future consumer needs?



## Principle 4: Dynamic Organization

*"Are all of our people creating customer value?"*



- ✓ Do we know how our people and roles create customer value?
- ✓ Do we know which ones create more than others?
- ✓ Does our training bring all individuals to a common high level of service?
- ✓ Do we have rules that are obstacles to value creation?

## Principle 5: Measure The Right Things

*"How do we know how much our customer loves us?"*

- ✓ Do we have measures of subjective value (such as spontaneous praise)?
- ✓ Do we gather the right subjective signals (e.g. Trip Advisor reviews)?
- ✓ Do we have a customer sentiment analysis tool?
- ✓ Can we identify the trend – or the sources – of customer sentiment?



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