

Participant Comments on IMT's Programs

"This approach is comprehensive and gets to the heart of what it means to be customer-centered. The program structure and delivery methods promote an immediate application to everyday work: cost-effective services designed to meet the requirements of the people we serve." *Lois Heldenbrand, Director, Office of Excellence in Customer Service, State of Missouri*

"This program articulates the absolutely critical message for health professionals that places the customer, namely the patient, at the center of attention. As the health system evolves, it is easy to lose track of who the real customer is. As a doctor, I was awash in new ideas about how I, individually, and the health systems I am in, could improve practice." *Eric Schned, M.D., Park Nicollet Clinic*

"Rob Lawton's program treats the subject of customer satisfaction from a cultural perspective. He does an excellent and unique job of explaining the subject. He provides the management and tactical tools to implement cultural change to achieve satisfaction internally and externally to the organization. This program is a must for managers and executives who are pursuing this important goal. *Carlton Braun, Corporate Vice President, Motorola, Inc.*

"This created excitement about 'what's possible' and gave the leadership a new way to evaluate the work they and the organization does." *John Powers, Director, Eastman Kodak*

"The need for customer focus emerged. A very impressive, well-structured presentation." *Manfred Donz, Executive Vice President, Siemens*

"This program is a must for top management! The best possible follow up step is for management to offer their employees this program. It (provides) a clear vision of where business must be, with a no-nonsense plan of implementation." *Edward Foss, President, M&F Case Company, Inc.*

"This model is one that can be effectively used by decision makers as well as every individual in the organization. It is the most effective model I have seen in my 15 years in management. It is a powerful change tool." *David Leary, Director, Lawrence Livermore National Laboratory*

"I can assure you I will think, act, work and do things differently as a result of this workshop! Your 'real life' examples were excellent. Rob's enthusiasm is very contagious. I actually got energized by his energy!" I found Rob's personal examples striking both intellectually as well as psychologically. Thanks!" *Michael Fedock, Quality/Productivity Institute, University of St. Thomas*

"As a result of participation in your session, I bought and read your book, [Creating a Customer-Centered Culture](#), and am currently engaged in rallying support amongst my peer group. I signed up in advance for your sessions at AME because of a belief that we did not have the proper focus with our customers...now I am thoroughly convinced. Our Market Managers believe I'm crazed over this issue and I damn near incited a riot (slight exaggeration) in a product development "town hall" meeting shortly after finishing the book when I suggested we were not properly aligned and why...Wow! I have successfully recruited our President and VP of Sales and Marketing into my new cult. Thanks for the whack on the side of the head. Your style of delivery as well as your message obviously rang true with me. Well done." *Mike Walker, VP Product Development, Midmark Corp.*

"Excellent program! This is not 'soft' training but challenged me to make a mind shift to apply the customer-centered thinking in my work. The emphasis on creative, divergent thinking may be the key to our success in the next ten years." *Steve McAlexander, Assistant Vice President, American Honda Motor Company*

"I have attended more than twenty seminars, workshops and post-Masters degree courses related to customer focus. This is the most practical approach I have found."

*Clifford Keys, Operations Division Manager
Lawrence Livermore National Laboratory*

“I have never experienced a program with a higher return on investment of time and money. This is also the most clear and direct method of quality improvement I have found.”

Quentin Wilson, Director
Department of Revenue
State of Missouri

“I am passionate in my conviction that those of us who are leading the transformation of our organizations must learn to think like our customers. *Creating a Customer-Centered Culture* shows you how to do it for the greatest impact.” *Bruce Rismiller, Executive Vice President, Northwest Airlines*

“Who is going to benefit from this is the end-user customer. The whole focus of this process was: ‘What is it our customers want and how can we best deliver it?’ We think this has had a very beneficial effect on how we’re doing business. It is being reflected now in the satisfaction of our customers.” *Mike Bensen, Chief Information Officer, State of Missouri*

“This changed the way we think about the customer. It forced us to look more at the outcome of the customers and see if our services provided them with that outcome; to look at doing the right thing instead of improving services they don’t even need.” *Natalie Fortier, TQM Manager, Ericsson*

Education has been producer-centered, based on the belief that the instructor knows best and the learner is a junior apprentice who must be put through the hurdles prior to being permitted into the real world. Educators must become customer focused. Education must be offered at times and places and in formats convenient to learners rather than being by the faculty, of the faculty and for the faculty. The prime value of this program was the creation of skilled champions of customerization who can facilitate change through action and example.” *Dale Landry, President, Southern Alberta Technical Institute*

“This is definitely NOT for the faint-hearted! [We were] led through an intensive, fast-paced presentation designed to reframe how we think about customer service. Each participant was continually challenged to think about ‘products’ and our role in providing these to our real customers. *Hazel Mays, Quality Manager, AT&T Global Business Communications Systems*

“I want to be sure you heard from me what a critical piece of work we all did during your session last week. We are already beginning to incorporate the thinking in your model into our efforts in the Mental Health Service. Thanks so much for a superlative seminar.” *Rich Goepfert, East Region Chief, Mental Health Services Group Health Cooperative of Puget Sound*

“You changed our view of our customers and helped us win both the Maryland Performance Award and the Coast Guard Quality Award in 1996. I was a Board member for the Virginia Quality Award for about 6 years, and have been a member of the Executive Board for Maryland. Your C3 methods offer a level of customer awareness that has not been addressed anywhere else. I will reiterate that message as long as I am involved in promoting quality leadership practices. ” *Ronald Marafioti, Executive Board, Maryland State Quality Award*

“The Naval Air Depot was the first DoD facility registered to ISO 9001. We have incorporated C3 tenets to help us better serve the war fighter. We have accomplished this through unconventional thinking, guided by the C3 approach to proactively solve organizational issues. I was an intern to Dr. Edwards Deming, and was one of the few people in the world to study under Peter Drucker, Joseph Juran, Philip Crosby, Russell Ackoff, Tom Peters and Michael Hammer. This makes me uniquely qualified to recognize talented and unique thinking individuals with ideas and contributions that are relevant for the new millennium. Mr. Lawton's work clearly places him in a position to be today's premier thinker and practitioner of quality as defined by customer satisfaction. It causes revolutionary new managerial thinking and decision making.” *Bruce E. Laviolette, Ph.D., Corporate Director of Management Systems, Naval Air Systems Command*