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The Employees First, Customers Second Transformation Journey

Employees first, customers second | Vineet Nayar | TEDxAix

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Vineet Nayar - Employees First, Customers Second Steve Denning: Book review of Vineet Nayar's \"Employees First, Customers Second\"

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Employees First, Customers Second | Vineet Nayar [The Employees First Effect](#) *Vineet Nayar introduces his book, Employees First, Customers Second* Vineet Nayar: *Employees First, Customers Second* **Employees first, customers second: Vineet Nayar of HCL Technologies Employees First, Customers Second - No Bull Book Review Vineet Nayar: The birth of \"employees first customers second\"** *EMPLOYEES FIRST, CUSTOMERS SECOND* Zarir Irani: ~~Presenting Employees First Customers Second~~ [Employees first customers second Vineet Nayar TEDxAix](#) ~~Book Launch and Panel Discussion on \"Employees First, Customers Second\"~~ **Book Review: Employees First, Customers Second**

Employees First Customers Second Turning

The premise - somewhat provocatively named 'employees first, customers second' - is that often most value in companies is generated at the bottom layers of the pyramid and that it is exactly those people there that should be empowered by management, so as to deliver the maximum value to the customer.

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Employees First, Customers Second-Vineet Nayar 2010 Imagine a management philosophy based not upon serving a company's customers, but on serving the company's employees. Vineet Nayar, CEO of HCL Technologies in India, has put such a philosophy into practice with remarkable results. His "employee first, customer second" mantra has been ...

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create a different shared value: enhance employees first and customers second. So, by putting employees first can bring about fundamental change in the way a company creates and delivers unique value for its customers.

Employees first customers second - SDMIMD

Employees First, Customers Second – Turning Conventional Management Upside Down. Fresh Business Thinking. Posted in Leadership. on 9th June 2010. 3 minute read. Newsletter Signup. Share: 09/06/2010. Turning Conventional Management Upside Down. By Vineet Nayar, CEO, HCL Technologies ...

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Imagine a management philosophy based not upon serving a company's customers, but on serving the company's employees. Vineet Nayar, CEO of HCL Technologies in India, has put such a philosophy into practice with remarkable results. His "employee first, customer second" mantra has been recognized globally as an example of organizational innovation, and was deemed a "new and radical management philosophy" ripe for the picking in the Western world by Business Week. In this book, Nayar himself describes his blunt refusal to treat the flesh and blood of HCL--its people--as "human resource" or as "intellectual capital" or even as an asset like all its other assets--and how his unique perspective led to an holistic transformation of his organization. By putting employees on top of the organizational pyramid, he argues, your company can fully realize the value created in the interface between customers and employees. This book leads managers and executives through the five core aspects of Nayar's approach, demonstrating how to create a sense of urgency, overhaul incentives and reporting structures, foster transparency in communications and feedback, provide platforms for achievement and personal growth, and finally recognize the potential of every individual in the organization. The "Employee First" philosophy should be the fulcrum of the transformation journey of any organization.

One small idea can ignite a revolution just as a single matchstick can start a fire. One such idea—putting employees first and customers second—sparked a revolution at HCL Technologies, the IT services giant. In this candid and personal account, Vineet Nayar—HCLT's celebrated CEO—recounts how he defied the conventional wisdom that companies must put customers first, then turned the hierarchical pyramid upside down by making management accountable to the employees, and not the other way around. By doing so, Nayar fired the imagination of both employees and customers and set HCLT on a journey of transformation that has made it one of the fastest-growing and profitable global IT services companies and, according to BusinessWeek, one of the twenty most influential companies in the world. Chapter by chapter, Nayar recounts the exciting journey of how he and his team implemented the employee first philosophy by:

- Creating a sense of urgency by enabling the employees to see the truth of the company's current state as well as feel the "romance" of its possible future state
- Creating a culture of trust by pushing the envelope of transparency in communication and information sharing
- Inverting the organizational hierarchy by making the management and the enabling functions accountable to the employee in the value zone
- Unlocking the potential of the employees by fostering an entrepreneurial mind-set, decentralizing decision making, and transferring the ownership of "change" to the employee in the value zone

Refreshingly honest and practical, this book offers valuable insights for managers seeking to realize their aspirations to grow faster and become self-propelled engines of change.

Over the past few decades, there's been an exponential rise in the number of books and studies on leadership and what we need to do to ensure organizational success in today's increasingly complex and interconnected global market. And yet, year after year, we continue to see research that shows employee engagement and morale levels plateauing on the low end of the scale. Why is this? Why are we unable to move the needle and create the kind of working conditions that not only allow our employees to succeed, but thrive under our leadership? What these findings reveal is that leaders often can't see the gap that exists between what they want their leadership to represent and how others actually experience their leadership. Many of us are experiencing a common perceptual problem where our brain sends us false signals assuring us that everything is okay when it is not. We call this phenomenon Leadership Vertigo. Leadership Vertigo: Why Even the Best Leaders Go Off Course and How They Can Get Back On Track will help you to understand how you can counter these bouts of self-deception by employing four Leadership Landmarks—Community, Competence, Credibility, and Compassion—to get your team back on course.

Charan has seen the business world from both ends of the spectrum. While growing up in India, working in his family shoe business, he came to understand how a business works and the critical elements of success. A powerful lesson in what is really important in business, this remarkable book takes the lessons of the peddler and reveals how they can be used by the rest of us.

How to develop an all-star staff, even if you don't know the first thing about managing "Your employees are, like you and me, flawed and hopeful human beings whose success is at least partly dependent on your skill as a manager, human beings who will thrive with skillful and consistent attention and wither without it." Erika Andersen has helped some of the best-managed companies in the world develop their employees. Now she explains how to stay ahead of the competition by investing in your people. You'll discover that:

- Listening is your most powerful asset. Use it to motivate and build commitment.
- Everything you know about interviewing is wrong. Discover what you really need in a potential employee.
- Successful companies hire for keeps. Get people feeling like part of the team from day one. Whether you're a first-time manager or a senior executive, Andersen will help you create a dynamic workplace, where the efforts you make today will blossom into success for years to come.

Understand and decode the inner workings of great business teams with the more than 30 in-depth examples in Great Business Teams: Cracking the Code for Standout Performance. Author Howard Guttman examines and dissects teams at top-management, business-unit, and functional levels and isolates five key factors that drive team performance to offer you insight into the ways these teams achieve success. Using this book, go directly to the marketplace to scrutinize teams in a variety of industries, evaluating the challenges they face and the methods they choose to manage these challenges.

Drawing from the experience of Enterprise, the global car rental powerhouse, a management expert shows business leaders how to build an army of loyal customers and devoted employees to thrive in today's competitive world.

In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking "Ten Commandments of Customer Service" apply to today's world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His "Ten Commandants" provide the essential guidelines, including:

- Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of

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charge. • No complaints? Something's wrong: If you never ask your customers what else they want, how are you going to give it to them? • Measure everything: Telling your employees to do their best won't work if you don't know how they can improve.

""The definitive guide to building powerful brands in today's social era-written by a true industry expert." " Nader Tavassoli, Professor of Marketing, London Business School and non-executive chairman of The Brand Inside
The "new marketing manifesto of today's social era. A book that doesn't paper over the cracks of your marketing strategy (by rushing to social media platforms), but tackles the root issue and challenges and guides you to become what you need to "be" to succeed in this era: social. Within a single decade, the media landscape has fundamentally changed, and with it the way people interact with each other and with brands. Social media has emerged from its infancy-but businesses are still struggling to adapt. The Social Brand will unlock your brand to be successful in the social era. It shows how large or small companies, nonprofits, and other organizations should stop asking themselves the wrong questions, like: "Should I be on Twitter, Vine, or Snapchat?" "How do I need to talk to people on Facebook and Instagram?" It demonstrates that it's not (just) about shifting budget to these new platforms or creating a "social media strategy"-it's about creating a Social Brand. ""In order to be social, you have to give people something they truly value. If you do, they will want to seek it out and share it with others."" This way social media isn't just another media channel to drive your message home in; it's an environment in which you can engage in a social relationship. To demonstrate how this works, the book introduces the concept of the Brand Bank Account. This new marketing framework identifies a simple four-step plan that will enable brands to become social at the very core of their business. It identifies what are brand deposits and what are withdrawals, and shows that the more deposits you make-the more you give to your customer-the more loyal he or she will be. The book challenges old "taking" forms of marketing and beliefs; it demonstrates why we should no longer use "positioning statements" and words like "consumer" or "target audience." The book explains why most traditional advertising ends up being a withdrawal from your brand's bank balance, and it's chockablock with inspiring giving forms of marketing. The book inspires and guides you to resolve the two areas business struggle with most: social media and corporate social responsibility. Through extensive research of more than 250,000 people on products and brands, the book reveals a way to increase your brand's likeability by 20% when you define a clear and credible brand mission and keep it close to your product. ""If you work in marketing and still use words like "consumer, target, " and "audience, "then you need to hurry up and buy this book. It might just save your job." "Paul Kemp-Robertson, Co-founder, Contagious

There was a time when people were committed to working hard and being productive in the work force. Today, however, some workers have an entitlement mentality and the labor pool includes some people who don't want a job - just a paycheck. In response to this trend, Glenn Shepard has written How to Manage Problem Employees. This comprehensive book will tell you how to set new hires up for success, structure compensation packages to maximize their involvement and work ethic, deal with problem areas before they become bad behavior, and motivate slow and often unmotivated employees. You'll learn the different personality types and how to handle specific manifestations of each, including gossiping, back stabbing, direct confrontation, hypochondriacs, breaking the chain of command, and sarcasm, as well as how to terminate employees while staying on solid legal ground.

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