

# How mindset leads you to success or frustration it starts and ends with your thinking

“The quality of your work and life is directly proportional to the quality of your thinking” - Edward De Bono

How you think and feel about serving customers directly leads to the rewards and frustrations you experience.

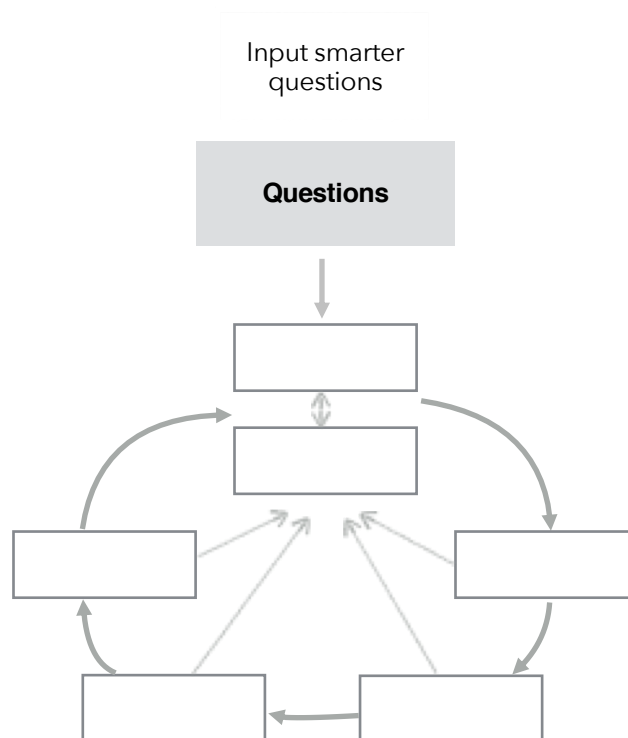
Your thinking empowers you to act in certain ways or prevents you from acting in certain ways. **It is directly proportional to the value you'll be able to provide. And the rewards you'll earn.** This applies to your life as much as your work.

**Improve your thinking** (be more selective in the thoughts you have) around serving customers and you'll find that you make different choices, take different actions, and experience different outcomes. Your thinking (or choice or thoughts) are within your control. They're at the control panel in front of you. Press a different combination of buttons, and you'll get different results. Press the right buttons and you'll get the results you want.

The best way to change your thinking is to \_\_\_\_\_.

The best way to change the thinking of your customers is to \_\_\_\_\_.

As with ourselves, by asking better questions to them, we also change their thoughts, feelings, decisions, and actions, and results.



If you build the habit of asking better questions to yourself and your customers (or just purposefully selecting better thoughts), what better outcomes might it send you both towards?

# Rewiring your STS thinking like a pro

## high-cost thinking vs high-value thinking

High-cost thinking	High-value thinking
I don't need to change my skillset or performance. My current approach will see me through.	My value is not absolute. It's relative. As things change, I could become less valuable to everyone. Unless I refine and update my skills.
I'm just not cut out to deliver great service to customers.	I can learn to become a little better at it, in tiny incremental shifts, which will compound over time.
I have no room for improvement at this.	How do each of my customers (or colleagues, or boss) see my service? What are they thinking in the background? Why did some of them <i>really</i> go with my competition? What do <i>they</i> think I could be doing? And what if I swallowed my pride or tackled my discomfort and tried that?
To improve my service ENW need to improve the website, change our processes, get more resources, give me more space, and other people need to get off my back. (It's not me, it's other things and other people holding me down!)	Only I can improve my service. I can only do what's within my control. I'll always operate between imperfect limitations. But these are out of my control. How I think, act, organise myself, and react along the way <i>is all on me!</i> What could I personally put my attention to that I am not yet doing?
I don't have enough time to serve customers well. I've got too many quotes to churn out!	Am I busy banging my head against the wall? Using up precious minutes on failed results? What if I refined my technique and got better results in less time? Could I learn to snipe like a pro?
I'm extremely smart - maybe even the smartest in the room! :-)	My customer is smarter than me <i>about how they think and feel</i> about their business (and their boss they have to report to!) The smartest thing I can do is to seek to understand and listen hard to show care, earn respect and trust, and determine what's most important to them in how they're served.
How I like to be served is probably how others like to be served.	How does this unique person want to be served? How might that be different to me or others?
This isn't me. If I did this, I wouldn't be true to myself.	I could still be myself whilst stretching a little. And over time, that stretch will become the new me! (Was I 'being myself' when I one day started walking as a baby?!)
It's important that my customers like me, so I should smile and just be nice.	It's important that I build value, trust and respect and proudly offer this at a justified price. My customers should like my approach and the experience & value they get rather than liking me!
They've made a mistake not going with us.	What could <b>I</b> have done differently to ensure mutual understanding that our solution would have provided unique and relevant value?