

Value Adding #20



Enjoyable business partnerships

January - March 1999

Kate Ramsay and Des Ryan wish you a happy, healthy and fulfilling 1999 and welcome you to AnD Consulting's newsletter. For your records, please note our new postal address.

In this edition **Learnable Moments** further explores choice and in **Living with Vision** you will read the value two clients gained from doing AnD's Visionary process. In **Did You Know?** we announce AnD's 1999 Scholarship and quote a text on the Tao of Leadership. And, as happy Apple Mac users, we are delighted that in **Value Adding in Business** the Managing Director of Apple Australia shares how she adds value to her customers.

LEARNABLE MOMENTS

In this newsletter I (Des) would like to share my further understanding of choice.

Choice seems to me to live between the universal paradigm, which is hierarchical and demands compliance, and the situational paradigm, which demands total personal awareness.

To understand the difference between these two paradigms, pause a moment to think how you behave at intersections where there are traffic lights (demanding compliance) compared with at those with roundabouts (requiring choice).

Both paradigms can be right, but in each situation we face in our daily lives, one will be the appropriate paradigm. It is our awareness of all the relevant circumstances and our vision which enable us to make the appropriate choice.

For example, if someone is coming towards you with a knife, your appropriate choice of response will come from your awareness of the situation - this may be your local butcher showing you a delicious cut of meat!

LIVING WITH VISION

A Melbourne based national manager wrote:
"Time to focus on the strength of my experience without the pressure of a significant life event to force me to 'pause' was for me timely and rewarding. My passion is once again palpable. Why? Because I have reconnected my internal communication lines. I am listening to myself and engaging in the moment by moment challenge of taking notice of what I have to say.

"I have re-affirmed my living values through the visioning process and so the journey continues.

My vision is not perfect and yet, as I once read 'it is better to have an imperfect vision of the future than a perfect view of the past'".

And a Sydney executive wrote:

"Between Boxing Day and New Years Eve I embarked on my Visioning Journey. I arrived at Byron Bay having lost sight of my bigger picture. Positive and stimulating leadership coaching from Kate, combined with a beach front lifestyle for a week, re-energised my outlook on life.

"My visioning outcomes were:

The definition of my purpose;

The creation of my vision;

A balanced lifestyle action plan.

And I learned that without a sense of purpose, I can't achieve my dreams and be happy."

DID YOU KNOW?

i The 1999 Scholarship

To have a chance of winning a Leaders' Retreat in the Byron Shire, send us no more than 100 words on what leadership means to you (by April 1).

ii The Tao of Leadership

In The Tao of Inner Peace, Diane Dreher quotes Lao Tzu: "When Tao people lead and the work is accomplished, the people say, 'We did it ourselves.'"



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VALUE ADDING IN BUSINESS

"Our customer is the person who buys our products, who actually holds the Apple and uses it," Di Ryall, Managing Director of Apple Australia, told Value Adding in Business.

"And Apple's partners are the people who help deliver the whole solution to our customers," she explained. These are the resellers and the people who provide third party products to Apple, for example the people making printers and storage devices and those who provide software.

In terms of expected value, Di said that Apple's customers expect Apple products to be easy to use, of high quality and innovative. This means Apple's innovations quickly become expected value and Di and her team have the ongoing challenge to continue adding value to their customers.

An exciting example of an Apple innovation which hit the Australian market late last year is the iMac computer. iMac takes computing technology into a new dimension because it is exceptionally easy to use and it looks good too. An ad used to promote iMac in the US sums up its ease of use: "There are 3 steps to setting up iMac: Step 1 is plug in the power, step 2 is plug in the phone cable and step 3, there is no step 3!" This is because iMac has a modem on board plus all the setups for the internet.

A banner aloft the Byron Bay Apple dealer shows off iMac's other value added - that it looks good. The banner displays five iMacs in their colours of blueberry, strawberry, tangerine, grape and lime with **YUM.** written boldly beneath.

Di and her team at Apple know that their customers regard their Macs as a partner, something they work with, whereas on the competitive platform a computer is a commodity that

helps people, like a toaster or a jug. "So if it's something you care for as a partner, then having it look good in terms of colour, design and style is high on the list of what you want of it," Di explained.

With its speed and access to the internet and its good looks, iMac is clearly adding value to Apple's customers.

An example of new value which Apple is providing to its customers is Apple eNews on the internet. At the Apple eNews site, subscribers can read about new ways of using their computer. For example they can learn how to use their home page in proactive rather than just reactive ways.

Di and her team were themselves more proactive in their use of Apple eNews just before Christmas. By adding all the email addresses they knew onto the Apple eNews database they went from 1,000 to 10,000 subscribers.

Another example of new value is Apple's provision of annual service packages, which are a logical development of the traditional warranty. "A lot of customers feel uncomfortable about what to do if something goes wrong or if they find they can't use their computer," Di said. "So we've introduced Customer Care packages in which people pay an annual fee to receive unlimited help rather than paying per phone call."

The idea of Customer Care came from analysing the fears of Apple customers. "Because we're seen as an innovative company, it's our job to get data on what our customers want because, unless the customer values it, then it's not really innovative or indeed an added value," Di concluded.

Value Adding

