



latest word

issue 49

autum 2016

You can't handle the truth?

"Time discovers truth"

Scenario 1

I went up to the till to pay on my way out. It was a poor experience, so didn't envisage myself coming back. I didn't feel like bringing it to their attention. I didn't need any additional hassle. "Was everything ok?" she said as she prepared my bill. "Well, as you asked, there was a problem" and I proceeded to relay my dissatisfaction. "Well nobody else complained!!". Boy oh boy, I wonder why :-). I've never forgotten those words, and have relayed that experience countless times to other business owners.

Scenario 2

I'm in the market for a particular service. I am unhappy with my existing supplier, they've fallen short too many times and he's not the kind of guy that I would say takes negative feedback very well. I may be wrong but my interactions to date, don't encourage me to go down that path.

Now there's another supplier I'm considering, someone I know and like, but I'm just not

mad about his business. If I buy from him, it's a compromised decision because I like him but I'm not mad about his business. It just falls short, in need of a little more investment. I'm feeling a little bad about it, but I won't be buying from him ultimately. There's another supplier that ticks all the boxes and I'll be going with them.

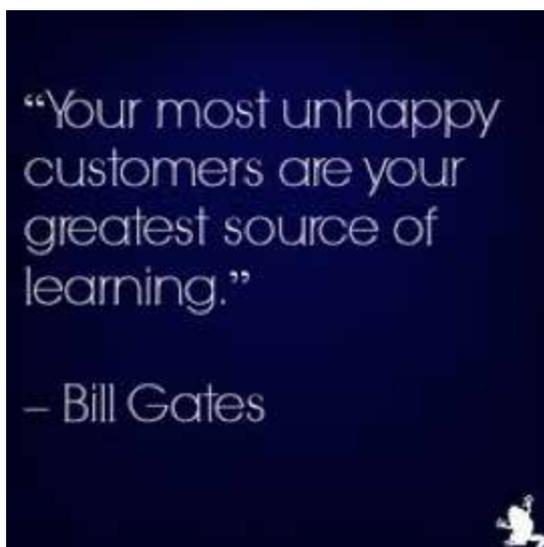
Scenario 3

I'm an employee of a small business. I like the job but I'm thinking about leaving. The guy who owns it is largely ok, but he's not the kind of guy who likes bad news. I hold back on being honest with him and I'd rather not mention any problems, as I've a sense he may shoot the messenger. I'm probably going to leave.

Three scenarios, one common theme. *Truth is either avoided, suppressed or rejected.*

In scenario 1, if they could change to genuinely welcome and sincerely encourage all feedback, particularly negative feedback, then instead of rejecting the truth they could act on it, and improve their business.

In scenario 2, if they could encourage the truth, then they could uncover that final objection that's preventing new business and maybe improve their business in the process. If you can't get to the truth

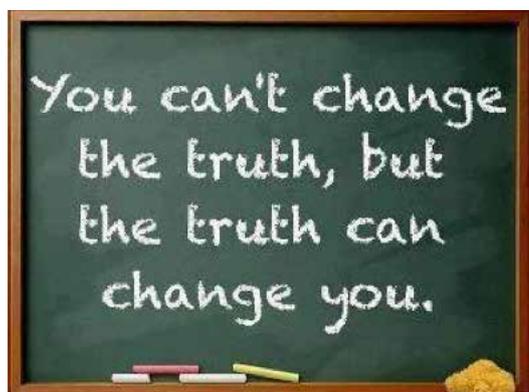


of why people buy or don't buy, then you're missing a piece of the jigsaw. It's up to you to create that environment of trust, so that all the cards get put on the table.



In scenario 3, if your employees don't feel comfortable in raising any issues, then they usually won't. They often know more, working on the frontline, so to speak, about your customers, about your processes and about other employees but unless there's an environment that encourages and supports open communication, then it won't happen. This isn't just applicable to business, it's applicable to your personal relationships too. You've got to have *trust before truth*.

Without the truth, you're operating in a vacuum. You're making decisions or not without the full facts, and that's not the basis for good decisions.

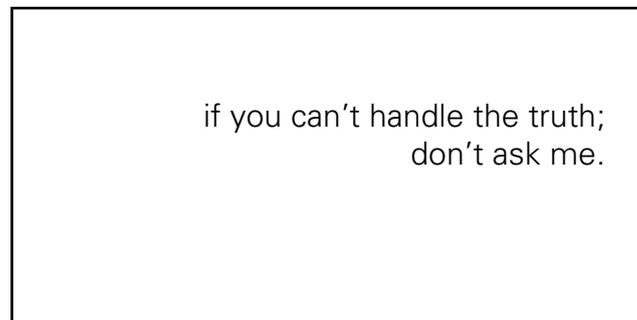


We only have to look around, banking enquiries and Garda enquires, seeking to uncover some truths but how might these scenarios be different if the relevant institutions had an environment or trust and truth.

We may not like the truth, we may have difficulty handling the truth but avoidance, suppression or rejection of truth, rarely pays in the long run.

Denying the truth doesn't change the facts.

In the end, the truth will manifest itself in lost customers, lost employees and lost business. There's often a rush to allocate blame rather than to understand why.



In coaching, we often refer to truth as the reality check. In the end, the results, the facts are unavoidable.

You can have truth, or delusion?

Your customers, prospective customers and employees have the answers to 95% of your problems. They often know the 'why', and it's your role to create that open, honest, truthful environment for that knowledge to be shared.

So my final question to you; *can you handle the truth?*



Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

Contributions to our monthly Framework Financial Newsletter are made from our Business & Professional Development Expert, John Byrne.

Email: john@mindcoach.ie
Phone or Text: 086 8116101

Disclaimer: This information has been provided by **framework financial** and by third parties for information purposes only. Whilst every care has been taken to ensure that the content is useful and accurate, **framework financial** and any contributing third party shall have no legal liability or responsibility for the content or the accuracy of the information so provided, or, for any loss or damage caused arising directly or indirectly in connection with reliance on the use of such information.

framework financial:

Unit Ab1, Centrepoint House, Rosemount Business Park, Ballycoolin, Dublin 11
Phone: 01 - 8829938 Fax: 01 - 8829772 Email: info@fwf.ie
Joe McGuinness & Company Limited trading as framework financial is regulated by the Central Bank of Ireland

