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Walk the Talk

BUSINESS INSIGHTS

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All companies have tag lines and marketing slogans that describe how they'd like to be known by their customers. Being authentic to those statements requires that they be incorporated into every facet of the business. Employees must embody these traits in their communications and maintain a clear understanding of what they mean to the organization.

At Clientek, we tell our customers that the most important thing to us is the success of their project. This isn't just a marketing tag line though; it is the driving force behind all our processes and activities. We start every engagement by defining success with our client. Once defined, it provides guidance for the project's scope and priority. Through purposeful discussions we align our efforts and ensure that our teams are primed to succeed.

While these conversations assist us in displaying authenticity to our clients, they can also lead to unexpected results. In the past we've experienced projects in which we realize that our involvement is putting success at risk, so we removed ourselves from those engagements. On the other hand, there have been instances in which adding additional resources is necessary to ensure a project's success. We make a point to embody our values no matter the circumstances.

Customers want you to be authentic, they want to know they can trust you to do what you say you will. With some thoughtful planning you can be authentic with your customers and deliver value to them in a way that will keep them coming back for more.