

PURPOSE AND COMPASSION AT WORK

JOHN MCHUGH

THE MISSION OF PURPOSE AND COMPASSION





CUSTOMER LOYALTY (VS. SATISFACTION)

65-85%

OF CUSTOMERS WHO DEFECTED TO THE COMPETITION DESCRIBED THEMSELVES AS “SATISFIED” JUST BEFORE THEY JUMPED.

IF YOU ARE ONLY SATISFYING THEM, YOU ARE SIMPLY MEETING THEIR EXPECTATIONS. YOU ARE NOT DOING ANYTHING TO BRING THEM BACK.

LOYALTY IN COMPASSIONATE RELATIONSHIPS



GOING THE EXTRA MILE



RETURNING THE MILK

THE NEED TO BELONG

COMPASSION

THE WORK OF ALL OF US



“*‘My supervisor, or someone at work, cares about me as a person.’*”
– Q12

THANK YOU!



QUESTIONS?

LET'S LEAD WITH PURPOSE AND COMPASSION.

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