

# Look Both Ways before You Cross the Street

by Richard Lannon, the SETability Expert (S.E.T. — structured, engaged, trained)

**L**ook both ways before you cross the street; use your eyes, use your ears and then use your feet. Do you remember that saying from grade school? It often amazes me that what we learned as children applies to our adult lives and in business. In business you take risks. Your job as a business analysts, project manager, or technology professional or even an entrepreneur is to minimize your risk through gathering and documenting information about your customer's needs. There is nothing worse than offering a service, product or a solution that does not fit the requirements and no-one cares about. It is like getting hit by a car when crossing the street. Hopefully the damage is not too bad but you can lose everything.

## So, what do we do to avoid the accident?

**First, use your eyes.** Observation is a great information gathering technique used to learn about your customer and clients needs. Think about where your customers hang out, how they do their work and what is important to them. Observe your clients and customers in their unique gathering places (UGP). For example at their office, at the mall, your local church, associations, clubs, at business centres and other organizations. Go to where your customers hang out and observe their behaviours and needs.

**Second, use your ears.** Use active listening techniques to hear what your customers are saying. Always look for the need and address it with your customers. Listen for the issues and objections. Think from the perspective of the WII-FM radio station (What is in it for me?). This is your customers voice speaking. Capture that



information and be honest with the information. In other words, do not write down what you thought you heard, write down and summarize what was actually said.

**Third, use your feet.** Put the information into action. Use the information to improve processes, provide alternative solutions to business problems, to create communication and marketing materials, for product or service branding or to develop enhanced skills and change programs. Leverage the information as much as possible. Turn that information into business solutions and building opportunities through taking action and aligning it to common business objectives.

Remember use your eyes, use your ears and then use your feet. Of course walk but don't run as we don't want to cause any accidents.

*Richard Lannon aligns the enterprise and technical skills to common business objectives. Working with professionals, he identifies what is important, establishes direction and builds skills that positively impact the bottom-line. He provides the blueprint for clients to be structured, engaged and trained. That is why his clients call him the setability expert.*

Suite 144 Shawville Square  
132-250 Shawville Blvd. SE  
Calgary, Alberta, T2Y 2Z7

PHONE: 403-630-2808

EMAIL: richard@braveworld.ca

WEB: www.braveworld.ca

**Richard Lannon**  
Structured, Engaged, Trained

Blending business objectives  
and technology skills

BraveWorld Inc. ©2008 (www.braveworld.ca)