

# The art of creating an outstanding company

KEYNOTE PRESENTATION BY MIKE HOHNEN



*In a world of abundance there is too much of every thing. and the world does not need a new type of can opener, hoover or dishwasher, nor is there a lack of places to eat, sleep or be entertained.*

## From Noise to passion

Because there is too much of most things - except time - we get bombarded with messages from people who are trying to tell us that their product is better than all the others. But we have heard that message a zillion times now, so we shut off the noise. The result is that we tend to stay with what we like and what we know works for us. Or if we need to venture out into new experiences we seek the advice of someone we trust and ask: Do you know a nice hotel in Barcelona, or what is your favourite restaurant in Paris? It's called word of mouth. Attracting new businesses is therefore no longer a question of making more noise than all the others but to get the sweet whisper of word of mouth going. This means shifting our focus from being "noisy" to developing passionate ambassadors.

## From satisfied to passionate

Is a satisfied customer the same as a passionate customer? The difference may seem small but in reality there is a world of difference. The next question will then be what does it take to turn a satisfied customer into a passionate enthusiast?. To some people this is a hopeless question, and they will tell you that it's such an individual judgement that there is not just one right answer. But when we interview people who are passionate about their service experience we get a very clear idea, that there is a red thread that goes through all these descriptions of fantastic experiences. and that is what this is all about.

## From good to outstanding

Welcome to a 45-minute whirlwind tour of what it takes to create an outstanding service company. Hospitality

& service management expert, Mike Hohnen, presents an enlightening and stimulating exploration of how to create and maintain outstanding service in your organisation. Mike will explore key concepts such as the Service Profit Chain, how to transform satisfied customers into fiercely loyal customers, and how a focus

Mike Hohnen offers a wide range of presentations — among others:

### Foodservice

New solutions to wellknown trends

### Generation Y:

Your new employees — are you ready for them?

### Perspectives:

Change your perspective and you will change your life...

### The 4 P's of Business Today:

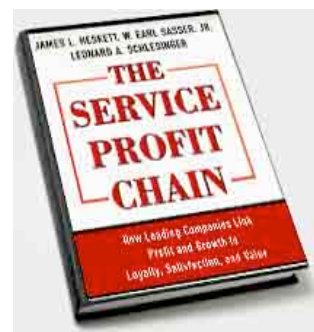
The new mantra of successful sustainable business is:  
Purpose, People, Planet and Profit.

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on internal quality can help create the value that  
outstanding companies are built on.