

Perception is Everything By Cecil Bullard (CalABC 4.09)

The world is full of people whose perception differs from reality. An example of this is the 90lb girl that starves herself because she perceives herself as fat. And, we all know at least one person whose perception of their own coolness is overpowered only by their lack of cool. How does their perception differ so far from reality?

Sometimes you can do everything right and still have a customer or employee that is unhappy because he/she perceives that the outcome should have been something different from what actually happened.

Under current conditions managing perception has never been more important.

Here are some hints about managing perception:

- Check your perception first
- Make sure you have clear communication
 - a. Repeat what you heard back, get agreement, put it in writing
- Follow-up on agreements and promises
- Be consistent in your words and actions

Getting to the heart of a persons perceptions can be time consuming and difficult. However, the more we can understand their perception, the clearer their wants, needs and expectations become.

Understanding and managing the perceptions of our customers and employees makes our lives more manageable, easier, and happier.

For more on managing perception go to: www.automof.com

