

# SECRETS OF REMARKABLE WORKPLACES



*“Believe it can be done”*

*- Richard Branson*

The purpose of this article is to communicate once and for all the difference between good companies and great ones. I for one, have to take my hat off to Google. They are great at thinking and are a model organization that has people right in the centre. No wonder they show record profits and are rated as the number one company to work for in the United States. This article highlights the key areas that any organisation looking to become remarkable should focus on. These are simple yet timeless principles, which can only work if applied practically



# 1

This is the fundamental principle of any organisation looking to become remarkable. Your people are your key asset, treat them like gold and you will realise that gold, treat them poorly and you will get similar results. Richard Branson, simply states that an organisation that

treats its people well will realise tremendous results. And Virgin needs no introduction in this space. So take their lesson and start putting programs into place that will attract and retain key talent that will take you to the Moon.

# 2

This is a simple one. Any organisation looking to attract and retain people needs to ensure that the benefits provided are competitive, unique, differentiated and pleasurable. Ensure that all benefits are not just standard but provide a unique value proposition to any person looking to join your organization instead of another.

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CUSTOMER EXPERIENCE INNOVATION

## Vision

INSPIRING FACILITATING & CREATING REMARKABILITY



## Mission

CUSTOMER EXPERIENCE INNOVATION AND PROBLEM SOLVING THROUGH WORKSHOPS, FACILITATION, TRAINING, COACHING, CONSULTING, CUSTOM SOLUTIONS AND CUSTOMER VALUE PROPOSITIONS DESIGN & DEVELOPMENT...

## Values

PROFESSIONALISM, RELIABILITY, INNOVATION, COLLABORATION, FLEXIBILITY, CREATIVITY, QUALITY, RELATIONSHIP NETWORKS, ACTIVE THINKING AND FUN...

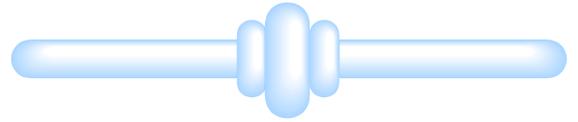


*"I formed this company because I want to help professionals become more successful at attracting and retaining customers, becoming more creative, innovative, collaborative, customer centric and able to solve problems better. To learn to solve problems better is a fundamental skill for, not only, people in business but also in life. In this article I explore the different areas that are critical to address if you want your organization to stand out, be remarkable and exciting."*

3

Remarkable organizations promote a culture of ownership. By implication this means a culture of responsibility, accountability and pride. Ownership can also be taken from the point of view of stock options. If your employees are invested in your company then they will work harder to grow it. Remarkable organizations understand that commitment cannot be bought it is grown, it is nurtured, so create an environment where people feel valued and you will see their value.

*“Create a Magic workplace”*



4

Remarkable organizations create growth opportunities for all employees. This doesn't just mean formal leadership opportunities, but also the opportunity to create spaces for themselves to learn and grow. Google is famous for 20% time which provides employees with the opportunity to do projects of their own choosing and realise the value.

*“Seek Refinement”*

5

Let's not forget having fun. Whoever said That Work should be dull? Where did this idea originate? We spend so much of our time at work, so why be miserable? There is no good answer to this. So create a fun environment with games, activities and social gatherings and you'll see the energy take flight.

*“Get people to say WOW Again”*

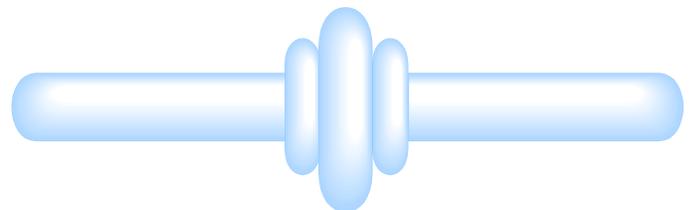


7

Remarkable organizations are leadership driven organizations. Leadership is not based on position but on contribution. It's not about Me it's about We is the famous old adage. So why do we still create organizations with internal strife? Everyone is the leader.

6

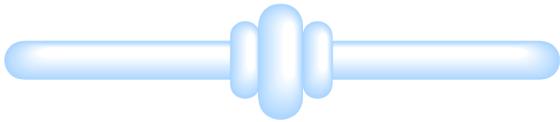
Remarkable organizations understand the value of providing flexible time. The old concept of clocking in and clocking out is no longer valid. Providing employees with the opportunity to manage their own time and you will inculcate a culture of trust.



8

Remarkable organizations also promote trust. Trust is fundamental to the modern organization. Trust should be the benchmark by which people are hired, evaluated and promoted.

*“Become the success Story you chase”*



9

Remarkable organizations are organic in their communication approach and learning. It's about communication and learning in all directions. It's not about building silos of excellence. Remarkable organizations also provide the technology by which to communicate more effectively and share information and knowledge actively to learn from lessons and 'fail forward fast'.

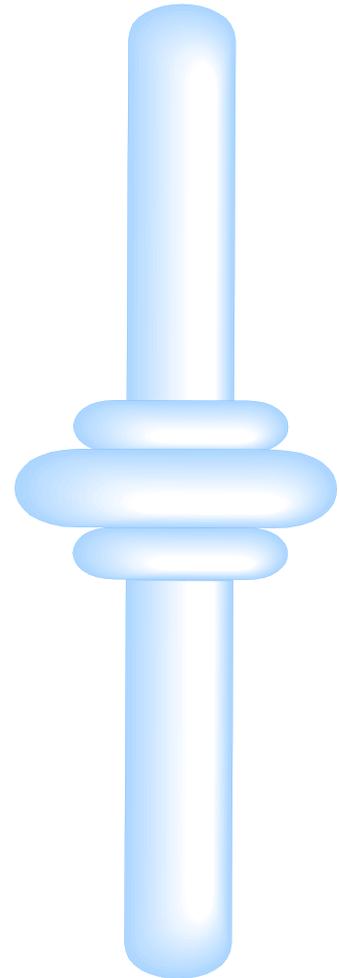
*Love your Work!*

10

Finally, remarkable organizations are synonymous with a family culture. When you're there you feel that you're part of something bigger. You feel that people actually care about you. That is the whole point. So create a culture of caring in your organisation and see people achieve the unthinkable.



*People and Talent  
Are the Keys*



# CEXINO

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## About Zwi



Born in Israel in 1980. Immigrated to South Africa in 1989. Studied at Rand Afrikaans University and graduated with Honors in Information Science with majors in Strategic Management, Knowledge Management, Information Management, Web and Intranet Management. Worked at First National Bank as an Innovation, Customer Experience, Strategy, Project and Change Manager and subsequently moved to Absa Barclays Bank where I worked in the fields of Business Intelligence and Innovation Management. During my experiences I attended many seminars, workshops and courses in the fields of innovation, creativity, coaching, leadership, facilitation, strategy, change, communications and project management. I am a qualified personal and life coach and love to work with people and help them solve problems and overcome challenges.