

[Module 5 Customer Centricity]

Lecture 5 -

Achieving Success through Self Motivation

Lecturer: Paul Gauci

Date: 24 March 2026



**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**

Objectives

- To enhance positivity and take ownership through developing an internal locus of control mind-set.
- To maintain and increase self-motivation.
- To set personal and team goals for continuous improvement in customer service.
- To contribute to a culture of continuous learning and development within the customer care team



Motivation

The word
“motivation” –
originates from Latin
“to move”.

It is a goal-oriented
behaviour.





"All motivation is self-motivation."

Your family, your boss, or your co-workers can try to get your engine going, but until you decide what to accomplish, nothing will happen." –

Anonymous



Locus of Control

- The tendency among individuals to attribute events to either their own actions or external forces (destiny, luck etc).

Example –

Taking credit for success

or accepting blame for failure.



**People with internal
Locus of Control exhibit
greater work
(and not only work-related)
motivation and initiative**





*"Destiny is not a matter of chance,
it is a matter of choice;
it is not a thing to be waited for,
it is a thing to be achieved."*

William Jennings Bryan



Top achievers **assume personal responsibility for their future...**

they **refuse** to blame regulation, competitors, marketing, pricing or even customers for lacklustre results.



'Employee Engagement' relates to customer centricity.

Engaged employees are more likely to deliver the high-quality experiences customers expect.



“Success does not come to you. You go to it.”

Maria Collins



Most people live in their comfort zone, safe and in control, letting life happen, instead of creating the lives they want.

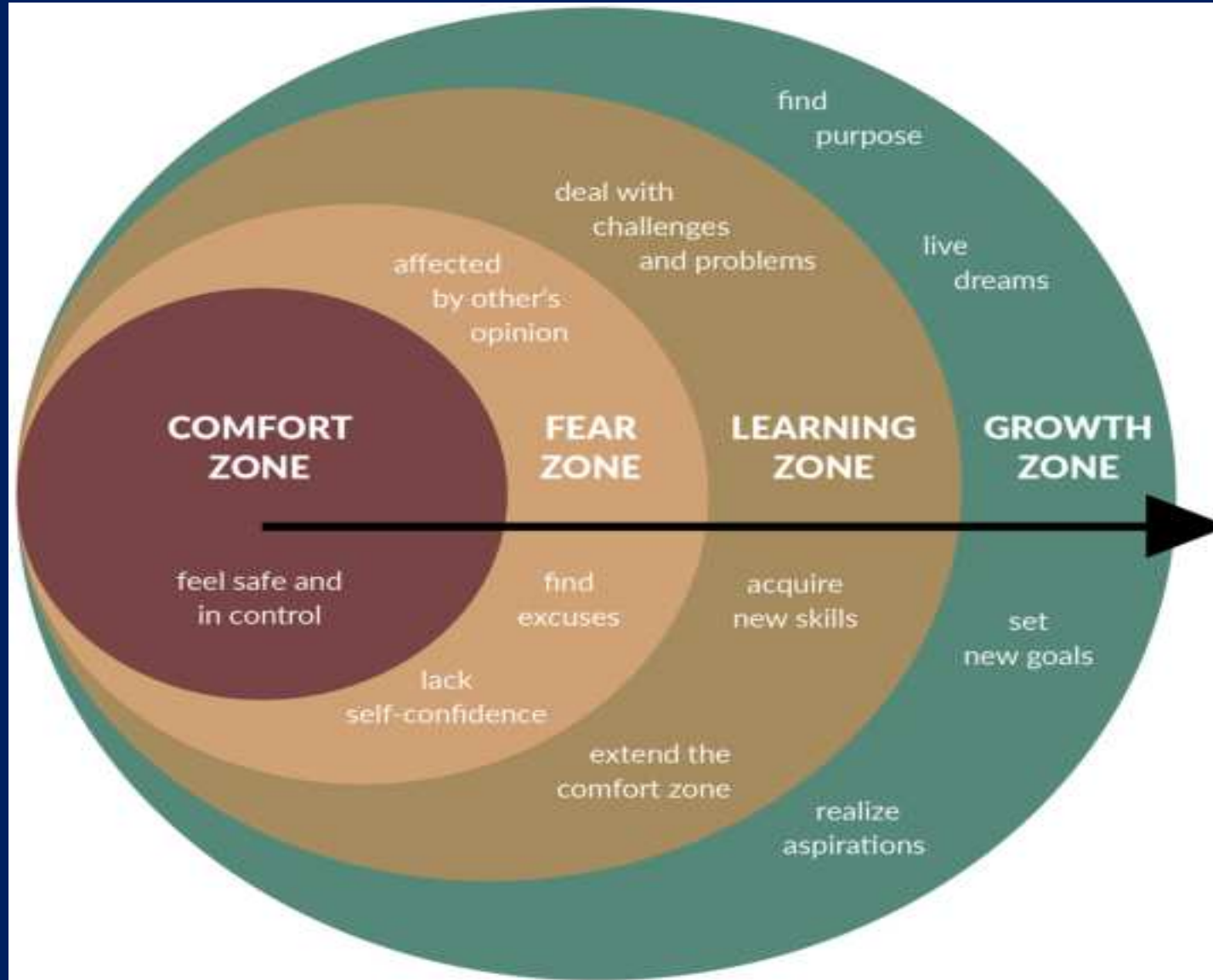
Be brave today, to be confident tomorrow.



“It's your decisions, and not your conditions, that determine your destiny.”

Tony Robbins







“Chance favours the prepared mind.”

Louis Pasteur

Having a Conversation with Yourself

From...

Why? Who? When? I'll try...

To...

How can I? What can I do? I will...



What can I do differently to increase my likelihood of success?

How can I stay **engaged and focused**?

Mantra

**IF IT IS TO BE
IT IS UP TO ME**



Sir Edmund Hilary climbed up
the summit of Mount Everest on
May 29, 1953...

the first human to stand at an
altitude of 29,028 feet, *the
adventurer who overcame a
childhood of frailty and shyness.*



He later said...



“It is not the mountain we conquer, but ourselves.”

Sir Edmund Hilary

Your only **limits** are the ones in your **mind**.

Limited Mindset

I'm just not good at this.
It's not possible.
What's done
is done.
I can't change
who I am.
Failure means
it's over.
Asking for help
shows weakness.
They're better than me,
so why try?

Growth Mindset

I can always get better.
I'll find a way.
Today is a
new chance.
I can adapt
and change.
I'll find the lesson
in failure.
I'll ask for help
if I need it.
If they can do it,
so can I.

**Your mind is powerful. Use it wisely.
9 signs you have a growth mindset:**

- 1. You view challenges as opportunities**
- 2. Constructive feedback helps you grow**
- 3. Consistent effort is how you reach mastery**
- 4. You exercise your mind to expand its abilities**
- 5. Challenges lead you to find creative solutions**
- 6. Setbacks don't stop you; they're part of learning**
- 7. You believe skills can be developed with practice**
- 8. You don't feel threatened by other people's success**
- 9. You think progress is more important than perfection**

A growth mindset is a choice.





“If you hear a voice within you say, ‘You cannot paint,’ then by all means paint, and that voice will be silenced.”

- V. Van Gogh

One day at a time.



"People are always blaming their circumstances for what they are.

I don't believe in circumstances.

The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them they make them."

George Bernard Shaw
Irish Playwright

There are ...



*those who make things happen
those who watch things happen
those who wondered what happened*

To Make Things Happen

INTENT

DESIRE

COMMITMENT



Use The Moment



Using the moment means taking control of your life in the moment-right now, today.

The only time you have is the present, because the past is gone and the future hasn't happened yet.

To Get Going...

*You need an
inventory of
techniques and
'tricks of the
trade' that you
can employ.*



A



B

***Self motivation isn't merely important;
it's essential for your survival.***

When is self-motivation important ?

*When you're confronted
with a task that seems
so massive, complex or
overwhelming,*

*that you have trouble
putting it into focus and
forming a plan of action!*



Do Something

Do anything that gets the ball rolling since action breeds more action.

The longer you ponder over an unpleasant task, the harder it is to overcome inertia.



List expected benefits

- *Doing the task on time and right, gives you ego and boost.*
- *Once task is completed, you eliminate the item from your agenda.*



Declare a deadline

- *This is one of the most powerful motivating practices you can use.*
- *When you create a deadline, you'll find that your attention is more sharply focused.*



Get Organised

*Plan,
Prioritise,
Manage time,
Be disciplined,
Be proactive.*



Proactivity

“The secret of success is to be ready when your opportunity arises.”

Benjamin Disraeli



A customer-centric approach to 'Innovation' focuses on:

- *Solving specific customer pain points or enabling new customer outcomes.*



Motivational Stories





Everyday in Africa a gazelle wakes up. It knows that it must run faster than the fastest lioness or it will be killed.

Every morning a lioness wakes up. It knows that it must outrun the slowest gazelle or it will starve to death.

It doesn't matter whether you are a lioness or a gazelle. When the sun comes up, you'd better be running.



Many years ago, a large shoe company sent two sales representatives out to different parts of the Australian outback, to see if they could drum up some business among the local Aborigines.

Some time later the company received the following telegrams from both agents

*The first said,
“No business here...
Natives don’t wear shoes.”*

*The second one said,
“Great opportunity here...
Natives don’t wear shoes.”*



Motivational Tip

- ***Be recognised as someone who is self motivated and motivates people.***
- ***Be seen as someone who wants to accomplish something, to try new things, to have the courage to take risks, to challenge the status quo, to truly achieve and to excel.***





*Failure is often that
early morning hour of
darkness that
precedes the dawning
of the day of success.*

Anonymous

***“Failure is not the end.....
it is the mother of success.”***

Anonymous





“What separates the successful from the unsuccessful is perseverance”

Steve Jobs

Setting Personal and Team Goals for continuous improvement in customer service



Personal Goals

1. Develop Empathy:

Goal: *"I will actively listen to customers' concerns and show empathy in every interaction."*

Action: Practice active listening techniques and acknowledge customers' feelings.



2. Improve Communication Skills:

Goal: "I will enhance my communication skills by attending workshops and practicing effective communication daily."

Action: Seek feedback on your communication style and implement improvements.



3. Product Knowledge:

- Goal: *"I will master the product knowledge by completing training modules and staying updated with new information."*
- Action: Schedule regular review sessions and stay informed about product updates.



4. Time Management:

- Goal: *"I will manage my time efficiently by prioritizing tasks and minimizing distractions."*
- Action: Use tools like to-do lists or time-blocking to stay organized.



Team Goals

1. Consistent Training and Development:

- Goal: *"We will conduct regular training sessions to ensure all team members are up-to-date with the latest customer service techniques."*
- Action: Schedule monthly training sessions and encourage team participation.



2. Setting Performance Metrics:

- Goal: *"We will establish clear performance metrics to evaluate customer service quality and identify areas for improvement."*
- Action: Use customer feedback, surveys, and performance reviews to track progress.



3. Foster a Positive Team Culture:

- Goal: *"We will create a supportive and collaborative team environment to boost morale and efficiency."*
- Action: Organize team-building activities and recognize individual and team achievements.



4. Implement Feedback Systems:

- Goal: *"We will implement a system for collecting and acting on customer feedback to continuously improve our service."*
- Action: Create a feedback loop where customer suggestions are reviewed and addressed promptly.



Goals: Monitoring and Evaluation

- **Regular Check-ins:**
 - Schedule regular check-ins to assess progress towards goals and make necessary adjustments.
- **Feedback and Improvement:**
 - Encourage open communication and feedback within the team to identify challenges and celebrate successes.
- **Celebrate Achievements:**
 - Recognize and reward individual and team accomplishments to keep motivation high.



Remember, setting realistic and measurable goals, along with consistent follow-up, is key to improving customer service.

Let's make sure every step we take leads to a better experience for our customers!



The Importance of Goals

- *Some thoughts....*



Setting Goals



**“Goals can’t be idle thoughts.
Don’t just think it, ink it!
Then act on it.”**

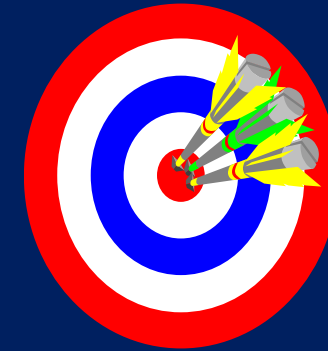
Anonymous



“Without a goalpost to aim at, you will spend your time running up and down the field without scoring.”

Anon

*“Life without goals
is like playing darts
without a target.”*



Anonymous

***“Goals are essential
to success
as air is to life.”***

David Schwartz





As long as you have a goal, when you do fall down, you will fall in a forward direction.

When you pick yourself up, you will be a little closer to the goal each time.

“There is no dishonour in falling, but only in failing to rise again.”

Japanese Proverb

*"Fall seven times,
and stand up eight."*





Your goal is not just to make a living, but also to make a great life.

Your goal is to fulfill your potential as a person, in every area, and to become everything that you are capable of becoming over the course of your life and career...



***Fix the future
Make it happen
or
Make it possible***

*“If not now,
then when ?*

*If not you,
then who ?”*

Anonymous



As Napoleon said:

*“Opportunities?
I make opportunities!”*



And yet another Napoleon stated...

*“All the breaks you need in life
wait within your imagination.*

*Imagination is the workshop of
your mind,*

*... capable of turning mind
energy into accomplishment and
wealth.”*

Napoleon Hill



Elevate Yourself

- *Reframe, recharge*
- *Do better tomorrow than today*
- *Set the bar higher*
- *Practice it pattern it*





**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**

Linking Engagement & Service Excellence

“Only truly engaged and inspired employees produce world class levels of innovation, productivity, performance and service excellence.”



“Customer-centricity needs to come from the inside out. Leadership must avoid the double standard that makes it OK for managers to argue with or demean staff while still being courteous and considerate to external customers.”

- Elaine Berke



7 Silo Breaking Strategies

1. CEO & Senior Management must drive the change
2. Reorg your org chart
3. Reward collaboration
4. Communicate transparently
5. Communicate with your customers
6. Promote cross-channel selling
7. Portray a consistent brand identity



Disengagement Danger Signals

- Complaints ↑
- Accidents ↑
- Absenteeism ↑
- Sales ↓
- Profits ↓
- Technology & Systems ↓
- Performance ↓
- Staff turnover ↑
- Opportunities ↓
- Morale ↓
- Key Suppliers ↓
- Benchmarking ↓
- Friction (us Vs. them) ↑



- Highly engaged employees are 3 times more likely to be top performers and 5 times less likely to want to leave the company.
- Highly engaged sales people outperform disengaged employees by 68%.



Levels of Engagement

- **Engaged:** Seek & solve problems & encourages others to do the same
- **Satisfied:** Just meet expectations – passive state of contentment/comfort zone.
- **Disengaged:** Create problems for others and spread toxic mindset.



Discretionary Effort

- Discretionary effort is the difference between the minimum effort required to meet min expectations and the max someone is actually able to do.
- Amount of discretionary effort is based on the level of employee engagement.



Process of Disengagement

- Start new job with enthusiasm
- Awareness job does not meet expectations
- Attempts to change things
- Inability to change things, frustration sets in
- Questions decision to accept job
- Mentally disengages, passively seeks other job
- Quits for new job or stays mentally disengaged

Employee turnover is not an event – it's a process of disengagement



Creating Disengagement

- Denial or downplay of the situation
- Delay in making the decisions
- Delegate the responsibility
- Deserting your role
- Dysfunctional communications of decision made
- Deflecting the blame on others



Costa Concordia

- Denial or downplay situation
- Delay response
- Delegate the responsibility
- Deserting your post
- Dysfunctional communications
- Deflect blame
- Disengaged (customers, relatives, employees, shareholders, ports of call & industry)



10 Team Centric Experiences

1. Recruiting, Pre-selection & Job offer
2. On-boarding – Pulling out the Red Carpet
3. Interpersonal Relations & Communications
4. Training & Development
5. Receiving Feedback & Performance Evaluation
6. Employee Level Of Satisfaction
7. The Leader
8. Employee Recognition
9. Employee Referral
10. Employee Exiting



Measuring Engagement Gallup Q12

1. Do you know what is expected of you at work?
2. Do you have the materials and equipment you need to do your work right?
3. At work, do you have the opportunity to do what you do best every day?
4. In the last 7 days, have you received recognition or praise for doing good work?
5. Does your supervisor, or someone at work, seem to care about what you as a person?
6. Is there someone at work who encourages your development?
7. At work, do your opinions seem to count?
8. Does the mission/ purpose of your company make you feel your job is important?
9. Are your associates (fellow employees) committed to doing quality work?
10. Do you have a best friend at work?
11. In the last six months, has someone at work talked to you about your progress?
12. In the last year, have you had opportunities at work to learn and grow?



Creating a culture of continuous learning and development in customer care ...

is like cultivating a garden—it requires ongoing effort, nurturing, and a commitment to growth.

- *Here are some strategies to consider:*



1. Lead by Example

- Show your commitment: As a leader or team member, demonstrate your dedication to learning by seeking out new knowledge and skills.
- Share your journey: Discuss your own learning experiences and encourage others to do the same.



2. Provide Learning Opportunities

- Regular training: attend workshops, courses, and webinars on relevant topics.
- Cross-training: Allow team members to learn different roles within the customer care department.
- Mentorship programs: Pair less experienced employees with seasoned mentors.



3. Foster a Supportive Environment

- Encourage curiosity: Create an atmosphere where questions are welcomed and valued.
- Celebrate learning: Acknowledge and reward those who take initiative in their professional development.



4. Utilize Technology

- E-learning platforms: Use online courses and resources to make learning accessible to everyone.
- Knowledge sharing tools: Implement systems like internal forums for employees to share insights and best practices.



5. Set Clear Goals and Expectations

- Continuous improvement: Make it clear that ongoing development is a key part of the job.
- Personal development plans: create individual learning goals.



6. Feedback and Reflection

- Regular feedback: Provide constructive feedback that helps team members understand areas for improvement.
- Self-reflection: Regularly reflect on performance and set new learning objectives



7. Create a Safe Space for Failure

- Normalize mistakes. Emphasize that mistakes are a natural part of learning.
- Learn from failures: Encourage team members to analyze and learn from their mistakes without fear of punishment.



8. Promote a Growth Mindset

- Positive mindset: Encourage employees to believe that abilities and intelligence can be developed through dedication and hard work.
- Challenge and support: Provide challenging tasks and support team members in overcoming obstacles.



By implementing these strategies, you can help create a thriving culture of continuous learning and development in your customer care department.





“The best way to predict the future...
is to create it.” Peter Drucker

Creating a Customer Centric Strategy

<https://www.youtube.com/watch?v=oevAHxircuE>



Creating a Customer Centric Strategy

- Some Techniques



The primary goal of 'Customer Segmentation' in a centric model:

To identify groups with similar needs and values to provide more relevant experiences.



'Operational Empathy' in customer centricity

The ability to design business processes based on the customer's emotional and functional journey.



The metric to be prioritised by a customer-centric CEO.

Net Promoter Score (NPS) or Customer Satisfaction (CSAT).





**Undergraduate Certificate in Notarial Law
Fundamentals for Office Assistants**