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Empowerment Is Bending The Rules

by John Tschohl

Empowerment means every employee has to make fast decisions in favor of the customer. It's important that we are honest and sincere in our efforts to service our customers. The only way we can do that is by empowering employees to satisfy the customer quickly and to their satisfaction.

Most employees are rule and process driven. They worship rules. Almost all employees assume they will be immediately fired if they make a decision in favor of the customer, when in fact, most decisions require no money and about 80% will cost under \$50. They have to bend the rules.

Throughout history, worker responsibility was implemented

when efficiency had priority over control. When employees were empowered and given responsibility, they used the best of their talents and skills to maximize the opportunities.

In my book *Empowerment a Way of Life*, I illustrate four challenges that all businesses face. They are:

1st: Many executives don't trust the customer. They believe the customer is trying to take advantage of them. Employees feel the same way.

2nd: We don't trust employees. We pay them as little as we can and have even less confidence in their ability to make decisions. We have a belief that our lying, cheating customers are going to take advantage of our incompetent employees.

3rd: With Empowerment you don't need as many managers and supervisors. They're not overly excited about losing their perceived power, nor are they thrilled about the potential of losing their jobs.

4th: Very few employees are on their knees at night praying for Empowerment. It's just too risky.

A company's success lies in empowered employees. It is important to train employees and make sure they have trust in what empowerment will bring to a company. Satisfying customers quickly benefits everyone.

Moreover, happy, empowered, fulfilled employees are the key to creating "over-happy customers" for your company. When employees are empowered and given responsibility, they use their talents and skills to maximize the opportunities.

Empowerment is NOT about breaking the rules, but bending them to keep the customer happy. It is making fast decisions on the spot in favor of customers. *DC*

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