



THE
JOHN BARRETT
LEADERSHIP PODCAST



LEADER GUIDE



LEADER GUIDE



THE
JOHN BARRETT
LEADERSHIP PODCAST



Notes

Episode 55: 5 Ways To Lead Like You're In Customer Service

What if the people you lead... were your customers?

5 Ways To Lead:

1) Know What They _____

2) Over _____

3) Deal _____

4) Create _____ Fans

5) Give _____



Reflection

Episode 55: 5 Ways To Lead Like You're In Customer Service

Episode Summary:

What if you treated your leadership like a customer service experience? In this video, you'll learn five powerful strategies to transform your team's engagement, loyalty, and performance. You'll discover why leadership is more like chess than checkers, how to close communication gaps with over-communication, and why dealing hope and leading with a growth mindset are critical during challenging times. You'll also see how to create "raving fans" of your leadership through trust, respect, and development while balancing encouragement with correction. Whether you lead a small team or a large organization, these insights will help you build a culture where people don't just stay—they thrive.

Reflection Questions:

- How does the idea of treating your team members as 'customers' of your leadership challenge your current approach to leadership?
- If your team could rate your leadership like a customer service experience, what do you think your rating would be and why?
- John Barrett mentions that 'people don't leave organizations, they leave leaders.' Have you experienced this in your own work history? What made you stay with or leave a particular leader?
- Which of the five leadership principles (knowing what they value, over-communicating, dealing hope, creating raving fans, giving feedback) do you find most challenging to implement consistently?
- How might viewing leadership through a 'customer service' lens change how you handle difficult conversations or performance issues with team members?
- Barrett suggests that people will sometimes accept less compensation to work in a great culture with great leadership. Have you found this to be true in your experience?