

# INSPIRED SERVICE

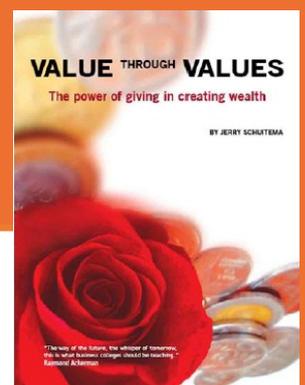


## LEARNING THE POWERFUL PRINCIPLES OF ADDING VALUE

The programme that delivers meaning and purpose to staff and leadership by taking them on a journey of personal growth by empowering them with the knowledge of economics and business that reveals a universal truth - that our true value lies in our capacity to make a contribution to others.

NOW AVAILABLE AT LOW COST  
"OFF-THE-SHELF" PURCHASE!

*"The way of the future. The whisper of tomorrow."*  
- Raymond Ackerman.



# INSPIRED SERVICE

## breaking the mould!

### BEHIND THIS UNIQUE OFFER

“Anyone who is involved with training knows how much it costs and to what extent these costs are inflated by unnecessary frills. This is particularly true for externally driven “transformation” type programmes. For obvious commercial and exclusivity reasons vendors of training products cling to this approach.

*Inspired Service* was designed with a different purpose in mind. It focused on sharing of knowledge, stripped of all frills and promotional hocus-pocus. It’s collaborative approach meant that at the outset transferability of ownership and roll-out was a key concern. A self driven process, particularly if it involves senior and executive management, enhances trust and involvement.

With this intent built into the design, and having witnessed countless successful transfers in big and small clients, I have no hesitation in offering this programme, even in the absence of formal “trainer-training” on a discounted off-the-shelf basis. This makes this offer unique, especially for interactive and experiential learning programmes.

However, trainer-training or even external training is still an option which can be offered through associates.

There is a bigger, overriding purpose — advocacy of a powerful understanding in economics and one that can change behaviour and our destiny. As lofty as this sounds, I have witnessed the difference it makes at an individual level and in groups within companies. These principles have been captured in a book “*Value through Values*” and endorsed by retailing pioneer Raymond Ackerman; mining entrepreneur Mick Davies; former World Bank economist Ali Alawi; and Construction magnate, the late Frank Aab.

The nominal charge for licence access to both *Inspired Service* and its sister programme *People and Wealth*, is a reversal of the consultant driven approach.

True value is not always reflected in a price! But it is rare to find value exceeding price by such a margin”

*Jerry Schuitema*

**We trust those the most who give us knowledge.**

# INSPIRED SERVICE

our true value lies in our capacity to make a contribution to others

## ABOUT INSPIRED SERVICE:

Globally and locally, service is the biggest issue facing companies. Service is a key competitive advantage and allows business to differentiate to rise above parity in highly over-traded industry sectors. INSPIRED SERVICE is two-day journey of self-development through the world of business and economics which reveals a life-changing and powerful human truth that our true value lies in our capacity to make a contribution to others.

INSPIRED SERVICE is not a conventional smile course, and is designed to change hearts, minds and attitudes. The programme puts people in a better place to serve clients and unleash their true potential as human beings. It creates a strong proposition for common fate, common purpose and enables leadership to create environments where people find meaning through service.

The INSPIRED SERVICE process is a journey of personal growth and self-development using the powerful human essence of the world of business and economics. INSPIRED SERVICE is designed for organisations to change hearts and to put everyone in a better place to serve clients. In short it is all about unleashing the best in human beings through understanding and experiential learning.

Participants learn how economic principles and their company's pursuit of sustainable surplus offer them the opportunity to be of service to their fellow beings, enabling them to improve themselves as individuals, employees and citizens. The course is built around the concept of "Success and Prosperity" and how these link to Service in the Business, Macro Economic and Personal contexts.

## TRAINING DELIVERY and DURATION:

INSPIRED SERVICE is a two day training course, or can be split up into shorter sessions. Video's inserts are included and a game design to give experiential meaning.

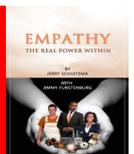
## KEY ARGUMENTS INCLUDE:

INSPIRED SERVICE requires that the person providing the service *Cares* about the client - it's a matter of the Heart.

Companies exist to Serve (the link between Demand and Supply)

- Individuals in companies therefore exist to serve.
- Service creates Success and Prosperity for all
- The exploration of how service creates meaning and prosperity for the business, for countries and most importantly for individuals.

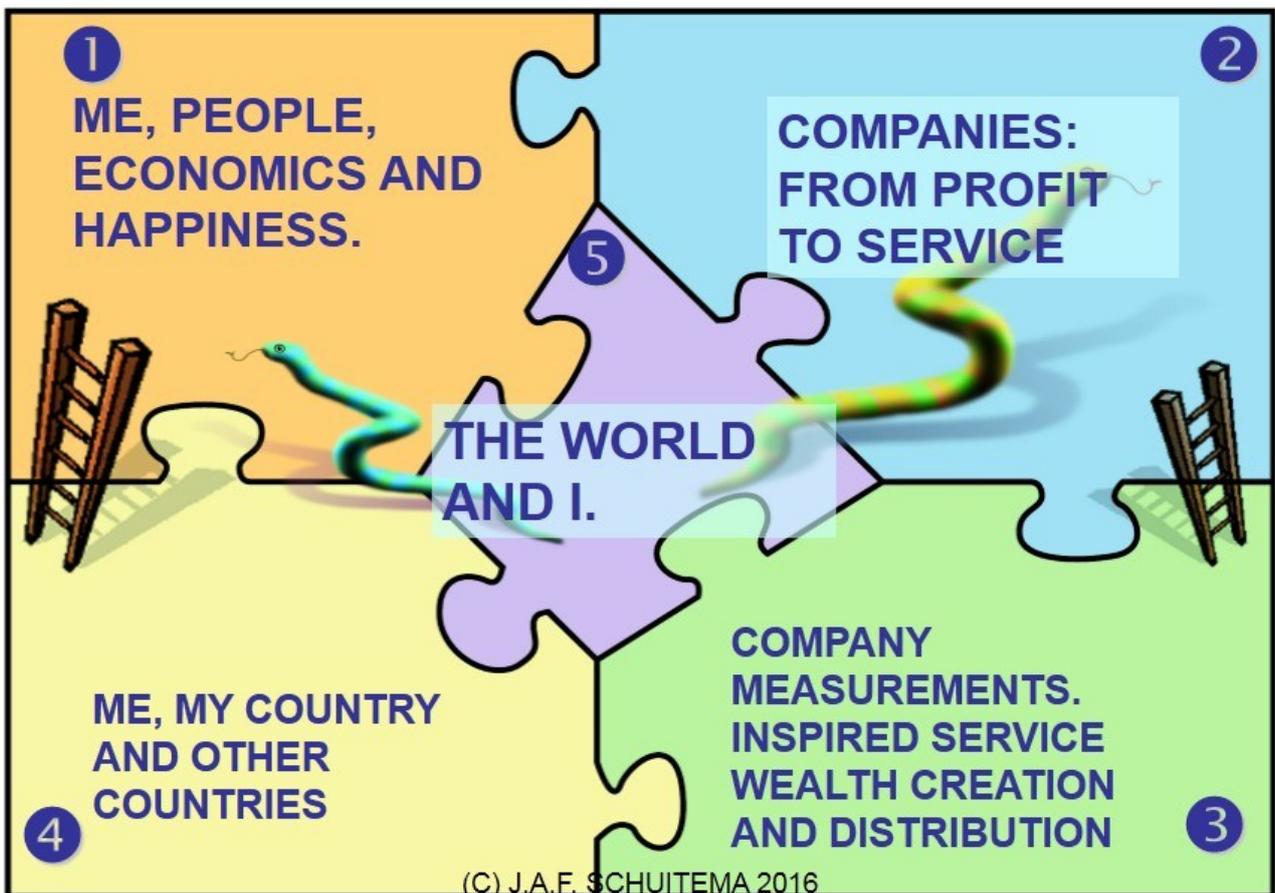
EMPATHY IS A BASIC INSTINCT. CONTRIBUTION REFLECTS IT.



# INSPIRED SERVICE



## FROM TAKE TO GIVE



The content of Inspired Service takes the participant on a journey of discovery in an interactive, participative and interesting way. Full feedback for management and strategy is provided for.



# INSPIRED SERVICE



## OUTCOMES:

- Self excellence through the concept of service and making a contribution.
- Understanding the relationship between supply and demand, that supply exists to serve demand, and the benevolent intent in all jobs.
- Understanding the link between service, the company's mission, vision and success, the link between serving and entrepreneurship, as well as the effect of service on personal performance and national prosperity.
- Identifying gaps between customer expectations and service delivery, and learning how to identify impediments to service. Identifying internal customers in the working environment, their needs and wants. Giving feedback on developing a service culture in the organisation.
- Allocating proper accountability for service, and interpreting and critiquing company models from a giving or taking perspective.
- Understanding the true purpose of a business; the link between benevolent intent and company wealth or adding value; and the three principles of creating maximum company wealth.
- Understanding the difference between productivity and profitability and the link between service and increased productivity; the way the learner's company creates wealth; methods of increasing company wealth at an individual and team level and understanding company wealth distribution.
- Understanding the Contribution Account <sup>TM</sup> as an accounting format, as well as of the delegate's company figures in the Contribution Account <sup>TM</sup> format.
- Understanding the expectations of capital, labour and state in company wealth distribution. Realizing what gives meaning to work while identifying personal passions and likes and aligning them to service.

**To create something of value for others  
is the oldest business principle known.**



# INSPIRED SERVICE

## EXCERPTS FROM INSTRUCTOR'S MANUAL

**BEFORE SLIDE**

Let's examine some of the details in terms of transaction, particularly one transaction with collective.

**TRANSACTIONAL RELATIONSHIPS**



It is true that at an individual level, our true value lies in our capacity to make a contribution to others, than it may be low at a collective level. In

[For trainer manual excerpts click here.](#)

**BEFORE SLIDE**

I don't believe that the impact of individual behavior is fully appreciated. There is a perception about economics which has been held for a long time, and which I believe has encouraged a lack of accountability on the part of the individual, for the socio-economic conditions around them.

It is simply the view that we see all subject to outside forces and that nothing we can do will influence these forces. In other words, we have lost control of our own destiny, and freedom of choice exists in theory only.

**BEHAVIOUR ? SYSTEMS ?**

**Theory of rationality**

Some economists in economics that we created in the first place. **AND ONLY**

The conventional view of economics states that individual behavior is the outcome of systems, structure, measurements, policies, etc. (Example).

The other view, gaining acceptance today, is that it is behavior that creates systems.

He says, in the money markets, states

then it highlights one of psychology insights (Carl Jung and

[For workbook excerpts click here.](#)

**BEFORE SLIDE**

So let's examine the role of behavior in economics.

Go back to question on the value of a car.

What is the value of a car to you?

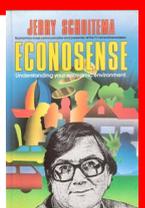


Do feedback feedback on how we value things.

And conclude...

We value everything in business and economics by the way we behave and not the value assigned to it. The most fascinating thing about how we value things is that we

*“In character, in manner, in style, in all things, the supreme excellence is simplicity.” - Longfellow*



# INSPIRED SERVICE



## Making it your own

### Customisation

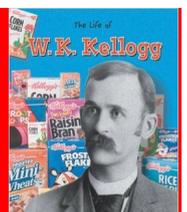
While not absolutely essential, a key strength of the programme is making critical learning points relevant to the individual company or workplace. While customized content fits into specific models and in a specific format, additional content can be included.

Previous additions included:

- EBIT based gain share scheme (Anglo Alpha Cement).
- EVA based bonuses (NCP).
- NOI based bonuses (Dulux).
- ESOP familiarisation. (Abakor.)

Customisation is dependent on provision of full information and illustrations, guided by a questionnaire. This includes accountant processing of the Contac™ based on a provided template. Where actual figures are confidential, the figures can be indexed to give a proportion of wealth creation and distribution. This is less effective than providing the actual figures, but can be unavoidable. Customisation services are offered by the author at negotiated rates.

*“The purpose of a business is  
To add value to people’s lives.”*



# INSPIRED SERVICE

## What people have said about *INSPIRED SERVICE* and its sister programme *PEOPLE & WEALTH*

- \* *"I definitely have been inspired and have learnt something new."*
- \* *"This course is highly recommended to anybody and I think if our country can be run in this way of thinking we'll be a lot better off!"*
- \* *"There are a lot of unhappy people who need this workshop to put things into perspective."*
- \* *"Did not know economics was so interesting. Maybe I should change my career."*
- \* *"Everyone in Momentum should go on this course, from the cleaners right up to the CEO. Actually it should be made compulsory for everyone in SA."*
- \* *The course is absolutely uplifting."*



**There is no greater opportunity to make a contribution to our fellow beings than through the companies that we work for or own.**

**Yet there is no easier place to have this contribution impeded or destroyed!**

### INSPIRED SERVICE RATINGS

**MOMENTUM  
MDS**

**OVERALL**

PARTICIPANTS 70

PERSONAL  
RELEVANCE

DON'T KNOW	0	0.00%
NONE	0	0.00%
SOME	4	5.71%
QUITE	21	30.00%
VERY	45	64.29%

COMPANY  
RELEVANCE

DON'T KNOW	1	1.43%
NONE	0	0.00%
SOME	2	2.86%
QUITE	14	20.00%
VERY	53	75.71%

PRESENTER  
RATING

POOR	0	0.00%
AVE	0	0.00%
GOOD	19	27.14%
EXCELLENT	51	72.86%

CONTENT  
RATING

POOR	0	0.00%
AVE	0	0.00%
GOOD	31	44.29%
EXCELLENT	39	55.71%

TECHNIQUE  
RATING

POOR	0	0.00%
AVE	3	4.29%
GOOD	26	37.14%
EXCELLENT	41	58.57%

# INSPIRED SERVICE

## BACKGROUND AND HISTORY

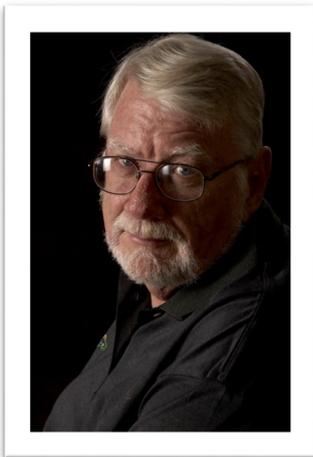
*Inspired Service (Service Excellence)* is the culmination of a number of programmes. It first took shape in the early 1990's as a programme for company leadership and in support of training efforts of the *People & Wealth* programme being presented to the work-force.

The author and designer was also commissioned at that time to help develop a course for Absa's banking education, based on the book *Econosense* on basic economic and business principles. This formed the basis of further commissions, first with South African Breweries and then with Sasol. A number of larger and smaller companies followed, each time resulting in adjustments and enhancements of content.

After the completion of the book, *Value through Values*, described by retail pioneer Raymond Ackerman as "the way of the future; the whisper of tomorrow" the author brought a number of new insights to bear not only challenging conventional paradigms, but offering a fresh and exciting "people" view of economics and business.

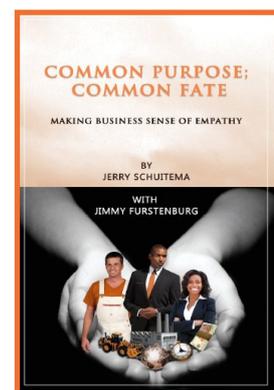
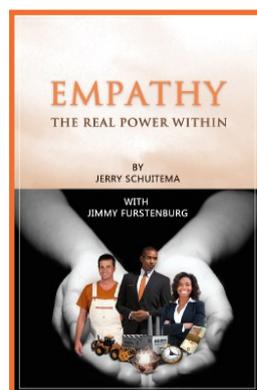
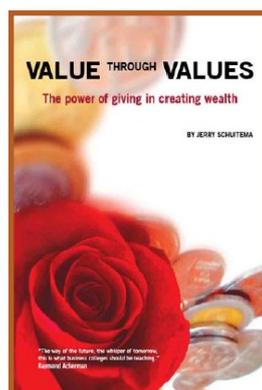
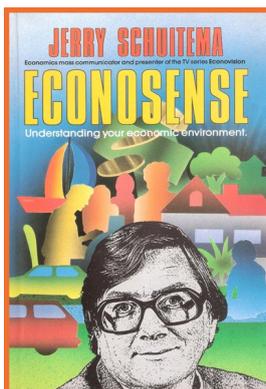
The author's collaborative approach has ensured that *Inspired service* is the culmination of a number of inputs from some of this country's leading in house training departments and company training experts; as well as more than half a decade of exposure to the subject.

## ABOUT THE PRINCIPAL DESIGNER



Jerry Schuitema has spent about half a century in the front line of Economic communications. He pioneered many Economic broadcast products as well as the establishment of the Economics Desk at the SABC. He is a columnist and author of four books, mostly dealing with the value-added approach to enterprise. He co-founded Schuitema Associates and established South Africa's first Employee Developmental communications consultancy on the clear conviction that enhancing economic awareness was best done in the workplace.

The basic training modules and Communications process place a single and powerful focus on the serving and sharing nature of all economic activity; with the central theme that of Wealth creation for all. The core of the developmental communications work has crystallised into a single, powerful focus on Wealth Creation and value driven market principles.



# INSPIRED SERVICE

## WHAT YOU GET

1. Licence to deliver and customize the programme (See T&C's)
2. Licence to convert to your own preferred delivery format. (see T&C's)
3. Detailed instructor's manual in PDF format.
4. Illustrated participant's workbook in PDF format.
5. Colour illustrations on PowerPoint file.
6. Video clip of Marqual™ game for optional inclusion.
7. 3 video clips for inclusion in presentation
8. Digital pictures of game building process.
9. Additional instructions on Marqual™ use for various learning experiences.
10. Application document for Seta accreditation.
11. Template form for compiling a Contact™.

## PRESENTATION

This programme would not be offered as a single on-line purchase if there was an absolute need for external presentation or a costly and time consuming Trainer Training process. It has been successfully self driven in a number of sites even by non-trainers, such as first line supervisory staff. In some cases, senior management without prior training, have effectively delivered the programme. Experienced trainers should have no difficulty in being able to present it, especially if it customized and incorporated into current training.

The manual has been written in such detail, that a close study of the content obviates the need for prior training. Redacted extracts from the manual can be made available prior to purchase.

In addition, the seller is available for familiarisation and advisory sessions at standard consulting rates, and within 300 km distance from Swellendam. This would include Cape Town and George.

# INSPIRED SERVICE

## TERMS, CONDITIONS AND EXCLUSIONS

1. The seller gives the buyer the right to customize, adapt and present the programme in any manner as the buyer sees fit.
2. The purchase excludes training of trainers or external presentation. If required, the seller offers familiarisation and advisory sessions at standard consulting rates plus other costs related to these sessions such as travel, venues, and accommodation. These sessions have to be within a 300km radius of Swellendam. Alternatively contracted presenters can be arranged.
3. The buyer purchases the programme as is and the seller cannot be held liable for any consequence of or problems relating to presentation and/or delivery.
4. The programme cannot be duplicated or copied in any way, either before or after adjustments as in 1. above. Where additional copies are needed for the buyer's own use, these can be purchased from the seller at a negotiated discount per additional programme.
5. The programme cannot be resold any form.
6. Where the programme has been purchased by institutions such as training vendors or consultancies, as a training product offered by them, the purchase is subject to a licence fee. Individual licence fees less a commission is payable for each client and/or site where the programme is implemented.
7. The stand-alone programme is not Seta registered as this was done by clients themselves as part of their internal orientation training. A Seta application form is included in the package.
8. Should an enterprise purchase the programme for conversion to a digital format for on-line delivery, it may only do so with the permission of the seller, and after agreement on a negotiated royalty on the content.
9. Components for the Marqual™ game are not included in this instrumentation. The component list and pictures give a clear indication of the requirements and should be available at plastic toy stores. In the event of the exact type not being available, these may be available directly from manufacturers or made to order. The components can be replaced with similar parts more readily available. This will simply require reproduction of the photographs without changing the instructions or process. Alternatively, the buyer can replace the game with his/her own ensuring that the learning outcomes are maintained. As a last resort, the instrumentation includes a video clip showing the game being played and which should be paused at the appropriate time to solicit feedback from participants. It can then be played further to reflect the conclusions.

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# ORDER FORM

**PROCEDURE:**

The instrumentation will be delivered on line and a password protected link provided to the buyer on completion and submission of this form and proof of payment. Alternatively all of the material can be transferred to appropriate digital storage which will be sent by mail or courier to the buyer at the latter's expense.

Please complete, scan, sign and resend this form to the seller at [jerryschuitema@gmail.com](mailto:jerryschuitema@gmail.com). By mail to Jerry Schuitema. P.O. Box 121, Buffeljagsrivier, Swellendam 6742.

The seller can also be contacted at 082-410-3552.

PROGRAMME ORDERED	MARK WITH X	PEOPLE & WEALTH	INSPIRED SERVICE
NAME			
COMPANY			
POSTAL ADDRESS			
CODE			
PHYSICAL ADDRESS			
CODE			
EMAIL ADDRESS			
CONTACT NO			
PRODUCT USE (MARK WITH X)	SELF OR COMPANY		OUTSIDE CLIENTS
	OTHER	(EXPLAIN)	
DECLARATION	I HAVE READ, UNDERSTOOD AND AGREE TO THE TERMS, CONDITIONS, AND EXCLUSIONS OF THIS PURCHASE.		
	SIGNATURE		
	DATE		
CUSTOMISATION REQUIRED	YES		NO
<b>PRICES</b>			
COMPANIES	Participants more than 20	R3 500.00	
SME's	Part. Between 10 & 19	R2 500.00	
SME's	Part. Less than 10	R 1 500.00	
LICENCE TO PRESENT TO OTHERS			R neg.
PREFERRED DELIVERY	ON LINE	MAIL	