

Copy. Improve. Rinse. Repeat.



Image courtesy of thetimes.co.uk

Did you know that in Botswana they paint huge realistic-looking eyes on the rear ends of most cattle?

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This is the next article in a short series on how behavioural economics and 'being human' affects your business.

Why would they do that? Well, the answer is quite simple: many natural species, for example some birds, fish, and butterflies, have developed markings that also resemble huge eyes in order to put off any other creature that wants to eat them for breakfast. It works extremely well. In many areas of Botswana where there are predators, innovative cattle farmers have discovered that this helps them too.

They noticed this natural phenomenon and decided to do the same on their cattle that

strayed freely into territory where predators like lions would pick them off. This unique form of preservation proved to be a very cost-effective way to solve a big problem.

Looking elsewhere to find new and innovative ways to add value for customers is always a great idea, and it's a relatively easy thing to do. You want new ways to entertain your customers? Look at stand-up comedy or the movie industry. Interested in learning about how to make things happen faster? Check out how take-away chains deliver

a full meal for four people in seconds. Like those farmers you can look in the world of nature, but you are definitely not limited to that.

Look beyond your industry to other industries. Look to how countries have solved problems. Look at how major projects – like NASA's endeavours or a new construction project – can teach you about running your business better.

Want to simplify your customers' lives? Think about how 'taking away' can be better than adding stuff. When we overlook subtraction, it leads to



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more busy-ness in our lives, more bureaucracy and red tape in our companies, and overburdened customers. Taking things away just doesn't seem to occur to people as often as adding does (especially when we are distracted by so many other things), and that makes everything more complicated and expensive. Adding tends to be the default across a range of conditions and circumstances.

When we are in what is called 'cognitive load' by psychologists, our natural tendency is to go into a problem-solving mode which usually means coming up with more ideas to do more new things. And yet when people pause, have more time and less distractions, they tend to find more efficient ways to do things. That's exactly what you can do for your customers.

There are so many ways that we can improve the lives of customers by simplifying things, but our natural tendency as human beings – especially in business – is to add rather than subtract. (And your business saves money in the process too.)

For example, like most of you, I learned how to ride a bike decades ago on a bike with pedals, a bike chain, and little learner wheels that were attached to the back wheel. All awfully complicated.

At a kids' party recently I saw something completely new, and it gave me one of those, "Why didn't I think of that?" moments. It was a small bicycle with a frame and two wheels – no pedals, no chain, no training wheels. And the children riding on it were using their legs to power

it and keep their balance simultaneously – without help from an adult. Wish I'd had the chance to learn on that, but also wish I could have taught my children on that bike instead of exhaustedly chasing around the park.

Here's another example: Customers are sometimes overwhelmed by too many choices for the products that they are considering, and studies show that the more choices you offer, the less likely they will purchase. We sometimes also take shortcuts at home to make sure

our complicated lives are simplified. So how many of you reading

this have used masking tape to cover all of the irrelevant buttons on your TV's remote control?

In your store, maybe offering too many options leads to less satisfied customers, and you'd be doing them a favour by limiting the options. By doing so you not only make their lives simpler, but you can increase their own satisfaction and also prevent the confusion of the buyer's remorse that may follow if they are trying something new.

Taking this thinking one step further, we've all experienced going to a restaurant and being confronted with too many choices on a menu. When you finally make up your mind and close the menu, it's a relief, but it's made even better when the server takes your order and says, "Great choice!"



Why didn't I think of that?

“ A small bicycle with a frame and two wheels – no pedals, no chain, no training wheels. And the children riding on it were using their legs to power it and keep their balance simultaneously – without help from an adult ”

It boosts your confidence and certainty, and you can do the same for your own customers. It's a physical, conversational and symbolic act of closure that immediately makes customers feel a lot more positive.

But there are other ways in which you can also simplify customers' lives and make things easier. One commonly used principle is called chunking. Chunking is a mental shortcut that we use to make things simple, especially when we try to process information. "Rinse and repeat" is a good example. Do you easily remember a sequence of 10 numbers? Probably not. But if you have a telephone number to remember, you usually chunk it: 011 640 12 34. Aah, much easier now! It's also how musicians practice and eventually get to success.

And as a final point, it's also a great idea to just stop and watch your customers. Observe not only what you see, but also what you don't see. There was a wonderful story of something that occurred during World War 2 in the American Air Force, and I quote from the Wikipedia article ... "… the statistician Abraham Wald took survivorship bias into his calculations when considering how to minimize bomber losses to enemy fire ... [He] examined the damage done to aircraft that had returned from missions and [counterintuitively] recommended adding armour to the areas that showed the least damage. The bullet holes in the returning aircraft represented areas where a bomber could take damage and still fly well enough to return safely to base. Therefore, Wald proposed that the Navy reinforce areas where the returning aircraft were unscathed inferring that planes hit in those areas were the ones most likely to be lost."

Imitated innovation could have big implications for your business, and make the lives of both your customers and your team more fulfilling. **SR**



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Why is nutritional analysis in food important for businesses?

Food labels and comprehensive information about what each product contains has gained importance in recent years, as consumers have begun looking for more information about their food.

“ Through nutritional analysis, brands are able to give consumers detailed information – and, by having clear and comprehensive food label content on food, brands are able to build consumer trust and a positive brand reputation for transparency. ”



What is nutritional analysis in food, and what elements are measured?

Nutritional analysis in food is the process of assessing the nutritional content of food. As a vital part of analytical chemistry, it provides a range of information that is used by the business to inform consumers about the composition of the food.

This information includes the nutrients that are commonly used for food labelling purposes – such as energy, protein, carbohydrate and total fat; as well as other micronutrients such as salt and sugar. Nutritional analysis of food is a complex matrix that involves several techniques used to perform nutritional analysis in food, including laboratory analysis, mass spectrometry, and nutrient analysis instrumentation, among others.

The overall analysis also tests for contamination of the food, and identifies allergens.

What foods are analysed, and why is nutritional analysis in food important?

Any food product that will be used for consumption – including beverages, meat, sauces, dairy, fruits, and infant food – needs to undergo nutritional analysis. It is important for reasons, such as ...

- Product consistency across geographies and batches
- Better quality assurance of the product
- Identifying contamination and allergens
- Assisting consumers in making product choices based on the nutritional analysis and composition
- Adhering to the laws related to food composition.

Assurecloud

Nutritional analysis in food is increasingly important for businesses

In order to adhere to the laws that govern food safety, businesses are increasingly required to test foods extensively. Partnering with an expert with state-of-the-art chemical laboratories – such as Assurecloud – will ensure that your testing is done efficiently and effectively ensuring that the information shared with consumers is accurate. **SR**

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