

Purpose and Compassion at Work

JOHN MCHUGH

KWIKTRIP INC.

Purpose and Compassion



Purpose

“For, in the end, it is impossible to have a great life unless it is a meaningful life. And it is very difficult to have a meaningful life without meaningful work. Perhaps, then, you might gain that rare tranquility that comes from knowing that you’ve had a hand in creating something of intrinsic excellence that makes a contribution. Indeed, you might even gain that deepest of all satisfactions: knowing that your short time here on this earth has been well spent, and that it mattered.”

Jim Collins, Good to Great



Customer Loyalty (versus satisfaction)

- ❖ **65-85% of customers who defected to the competition described themselves as “satisfied” just before they jumped.**
- ❖ **If you are only satisfying them, you are simply meeting their expectations. You are not doing anything to bring them back.**

Loyalty in Compassionate Relationships



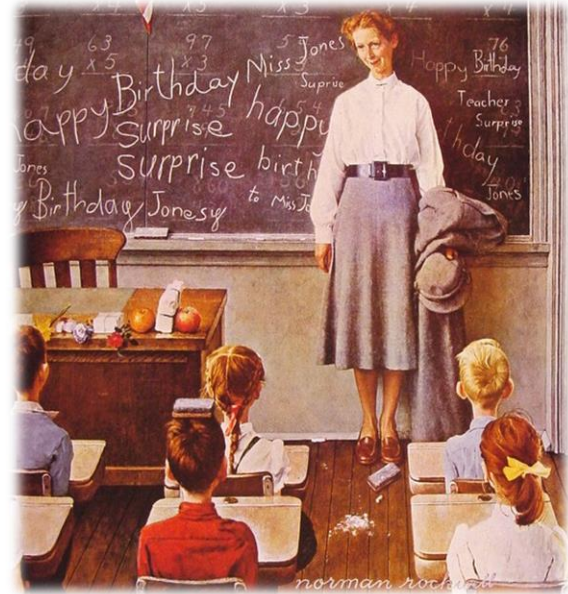
Going the Extra Mile

- ❖ **Returning the Bread Maker**
- ❖ **Returning the Milk**
- ❖ **The Need to Belong**



Compassion – The Work of All of Us

“My supervisor, or someone at work, cares about me as a person.” – Q12



Thank You!

