



In Search of Eagles Inc.

*All leadership is example.
Anything else is coercion.*

Consulting & Coaching

Rapid Response Culture ^(TM)

What enables some organizations to build long term sustainability and profitability? Why is it that some organizations are always ready when the market shifts and others are scrambling to catch up?

When organizations look for an answer, they tend to look toward market research or investment in R&D. Ultimately, the answer lies in the fact that customers no longer buy a product; they purchase a “satisfying experience.” Customers will purchase their satisfying experiences from whoever meets their requirements. Companies that build long term loyal relationship with their customers have figured out how to provide this “satisfying experience.”

Our experience across industries has shown us that the ability to create a satisfying experience exists in organizations with a Rapid Response CultureTM. Employees who work in a rapid response cultures are alert, aware and present. They are enthusiastically engaged in their work and are in tune with the markets they serve.

This type of culture can't be mandated from above. It evolves from the line-of-sight connection between how employees are treated by their managers and how employees treat the customers. Ultimately, business success begins with the managers' ability to create Resonant RelationshipsTM with their employees.

Learn more about the link between culture and profitability in Bill Shirley's article [“The Benefits of a Rapid Response Culture.”](#)

In Search of Eagles is dedicated to working with organizations to make the transition to a rapid response culture and ultimately to long term profitability. Since each organization is unique, we create custom solutions for each client.