Based on the principles espoused by John F. Kennedy in his presidential inaugural address, the JFK Exercise changes an organization’s culture of finger-pointing, blame, and poor internal customer service by re-focusing employees on taking responsibility for what they can do to meet the needs of their internal customers.

Poor internal cooperation inevitably results in poor customer service. But extensive employee research shows that:

- Half of all employees believe cooperation is poor between their department and other departments,
- More than half believe communication is bad between their department and other departments.¹

¹Based on surveys conducted of 60,000 employees in 85 organizations conducted by The Discovery Consulting Group, Inc.

THE 7-STEP JFK EXERCISE SOLUTION

STEP 1
EDUCATION - An organization-wide communication campaign focuses employees on the importance of what they can do to improve internal cooperation rather than on what others can do for them.

STEP 2
FOCUSBING - Departments where improvements in cooperation are most needed are identified.

STEP 3
PRE-ASSESSMENT - Taking 2 departments at a time, the current level of cooperation and communication is measured.

STEP 4
WORKSHOP #1 - Representatives from the different departments participate in a facilitated session to develop action plans for improving the services they provide to each other.

STEP 5
IMPLEMENTATION - The agreed-upon action plans are implemented for several months.

STEP 6
RE-ASSESSMENT - Employees from both departments are surveyed again to assess how satisfied they now are with the service they are receiving from the other department.

STEP 7
WORKSHOP #2 - The department representatives meet again to engage in a facilitated discussion about the progress made thus far, challenges still to be met, and how to fine-tune and build on the action plans.

REPEAT THE PROCESS FOR OTHER DEPARTMENT PAIRINGS

THE DISCOVERY CONSULTING GROUP, INC.

ABOUT THE DISCOVERY CONSULTING GROUP, INC. – Since 1993, we have been conducting employee and customer satisfaction surveys and helping organizations use the results of those surveys for more than 100 organizations. Our clients include: Alcoa, Arbella Insurance Group, BBN Technologies, DentaQuest, Dunkin’ Donuts, Fidelity Investments, Harvard Vanguard Medical Associates, Invensys, Johnson & Johnson, Manulife Financial, the Mayo Clinic, the Massachusetts Medical Society, Picerne Military Housing, Revin, Olympus NDT, Sodexo, The Tata Group, Textron Systems, Timberland, Tufts University, Velo, and W.R. Grace.

To learn how the JFK Exercise can improve cooperation in your organization, contact:

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WHAT OUR CLIENTS ARE SAYING ABOUT THE JFK EXERCISE

"We used the JFK Exercise in our company and it helped us to achieve tangible, measurable improvements in cooperation between groups."

Michael DeLaRosa
Chief Operating Officer
Picerne Military Housing

"Our organization engaged The Discovery Consulting Group to conduct several “JFK” exercises within our business. These were valuable exercises, bringing separate departments together to work through internal customer/supplier issues. The result was a better understanding of the interactions between departments and some specific steps to improve these interactions."

Senior Biotechnology Executive