A lot of organizations take pride in the fact that they are customer first organizations. They claim to put the customers and their needs first.

Theoretically, it might sound like the right thing to do. Afterall, it’s the customers who keep the business afloat and the lights lit.

However, in my experience, there is a big drawback to having a customer first approach.

Happy customers should be an effect/outcome – the cause for which should be happy employees.

Most organizations with the brutal goal of always keeping their customers happy, tend to overlook employee happiness and employee satisfaction. A client first focus can help companies get an initial set of customers, but long-term sustainable growth can only be achieved if the employees serving those customers are happy and find their work meaningful – this is only possible if they are not viewed as “resources”.

Clients after-all are also humans. And humans tend to develop connections/bonds with other humans they interact/work with. Nobody wants slaves/drones working for them, and they can sense your employees’ happiness/passion very easily. If your employees are happy, they find meaning and purpose in their work, they are genuinely appreciated for what they do and they are genuinely compensated – they will go the extra mile to keep the client happy – without the need of a stick or a carrot. However, a lot of companies rely on the carrot and stick, perhaps because that’s the easier way? Building a culture of genuine respect and appreciation takes a lot of work, and a lot of courage. But once you are somehow able to do this, your employees will do the rest and make the magic happen.

I used the word “genuinely” a lot. I did this because most organizations slap these words all across their walls – respect, passion, bla, bla.. But none of them truly mean it. At the end of the day, everything has to pass the test of time. Companies, start-ups, political parties, everyone. The best way to prepare yourself, is to be true to yourself.

So this marks the end of my rant, I hope this covid crisis will teach us a thing or two about our own selves, as we get more time to introspect and get introduced to things and situations, we never imagined would exist.