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# A Great Day Out

## (Managing Expectations/Communication Breakdown)

Tell participants that tomorrow, they're going to have the best day out EVER. Ask them to work in small groups (2-4) to briefly tell each other what they day would entail. Allow 5 minutes.

Take a few thoughts from the group and say "No...that's not what you had planned at all...you were going to (and describe YOUR ideal day out)"

### **Q: Why don't we all have the same expectation of a 'great day out'?**

Everyone has different likes and dislikes etc. They are unique to us. However, we tend to assume that they are universal.

- A day hiking through the countryside is bliss to one person yet hell to another.
- A busy nightclub is central to a night out for some people, yet others won't go to a pub unless they can sit down and chat.
- Some people want to busy, active and face a challenge. Others want to relax and reflect.
- Etc

### **Q: What factors have helped to form our expectations of a great day out?**

Our family, our past, our social group, our personality, our likes, the media etc. Expectations come from a wide range of sources...most of which are unconscious and unplanned.

### **Q: Where do the expectations of our customers, colleagues and managers come from?**

Past experiences, the media, advertising, competitors, an idealised solution, personal preference, colleagues etc – none of which are in your control!

In short, expectations come from a huge range of influencing factors, many of which we are unaware of. In addition, many expectations placed on us are placed by ourselves, implied or assumed. One of the first steps to managing expectations is to identify exactly what expectations people ACTUALLY have of us!