



## Title: Creating Distinction for You and Your Organization

**Description:** How can the stories we tell create distinction with our clients? On this episode of The Forward Thinking Podcast, FCCS VP of Marketing and Communications Stephanie Barton welcomes author, speaker, and distinction expert Scott McKain to identify the value of stories and creativity in setting ourselves apart. Scott will be speaking in the upcoming FCCS virtual keynote series on what to do when great isn't good enough to grow your business. Today he delves into the importance of sharing our stories, cultivating creativity, and creating the exceptional customer experience in every aspect of business.

"You only have to change one thing to make a significant impact. One little tweak can make you absolutely extraordinary." — Scott McKain

Today's Insights Include:

### Telling the stories of success

- + The standard of companies that used to define success may no longer be the best metric.
- + How can you stand out in the marketplace to attract customers rather than pursue customers?
- + Too many businesses don't tell their founding and success stories.
- + A story you keep to yourself has the same value as a story you don't tell at all.
- + Organization stories have become more important than ever before.
- + Stories create the connections that bring us together.

### Unconventional ideas for becoming an iconic leader

- + There is a difference between being negative and going negative about the things that could go wrong.
- + Effective leaders identify problems in order to fix broken processes.
- + Distinction highlights what makes you stand out and brings customers to you.
- + Distinction is more important than ever before in the post-pandemic digital world.
- + Exceptional businesses start with a place of caring and concern.



## Cultivating creativity

- + Customers are attracted to what makes a business different, not what makes it similar to the competition.
- + One small tweak can make an exceptional difference in your efforts.
- + Complacency has the potential to kill a leader's career and has to be combated by creativity.
- + Improve team culture by treating people as an asset, not an expense.
- + Put yourself in your customers shoes and identify what you would like to receive.

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Scott McKain will be speaking in the FCCS Virtual Keynote Speaker Series on April 15th, *Create Distinction: What to do When "Great" Isn't Good Enough to Grow Your Business*. [Save your Seat](#).

[\*Iconic: How Organizations and Leaders Attain, Sustain, and Regain the Ultimate Distinction\*](#) by Scott McKain  
[FCCS Virtual Speaker Series](#)

## Get in touch

[info@fccsconsulting.com](mailto:info@fccsconsulting.com)