

Profile & Learner Philosophy

Gary F. Patton

Author, Coach, Consultant, Teacher & Professional Speaker

Gary is a training and development professional who coaches, consults, facilitates executive groups, speaks professionally, teaches and writes. He specializes in presenting customer relations and related staff development programs that enhance people's emotional competence. He also works with individuals coaching professionals in becoming better at what they do.

Gary offers programs that are pleasing, involving, and focused on success. His mission is: *"To coach professionals in measurably improving the people side of team customer service."*

Gary has a Masters Degree and over 25 years experience in the human resources field ...10+ years as an HR executive in the food, transportation and oil industries as well as 15+ years as a management consultant to organizations. He consulted to a wide range of business sectors for three, international consulting firms before starting his own group in 1987. He is Managing Partner of Patton Associates, People Development Coaches & Consultants. He has a broad network of specialist associates who complement his expertise in working with his clients.

Gary teaches customer service and related emotional competency / life-skills mastery subjects by facilitating in-house and ex-house programs for organizations. He also is part of the Business Continuing Education Faculty at Seneca College. He received the latter's "Teacher of Excellence Award" in 2001. He also has taught as adjunct faculty at Ryerson and Shoppers Drug Mart Universities.

Gary writes widely in the customer service and people development field. He publishes a bi-monthly customer service newsletter, Patton Associates S-M-A-R-T *Briefing*.

Gary uses the WE CARE customer relations and teaming processes to coach professionals in measurably improving their customer-delighting performance. WE CARE has measurably improved over 360,000 service providers of internal and external customers in twelve countries on three continents, since 1987. In Canada, such companies as Black & McDonald, Cantel/Rodgers, Crossroads Communications, Imperial Life, Motorola and others have selected WE CARE to improve their staff's customer relating, teaming and stress management skills.



My Learning Philosophy

by: Gary F. Patton (gfp '42™)

"Teachers open the door, but one must enter by themselves." -- Chinese Proverb

My Calling and Mission

My calling and mission, like that of all coaches and instructors, is a high one that has renewable value. I know that I am called to:

Go beyond the delivery of content to ignite minds by creatively and passionately assisting my students to become more effective thinkers.

My Teaching Philosophy and Goals

One of my wife's favourite singers is Kenny Rogers. When I listen to him sing, he sounds like he is singing directly to me. That is Rogers' great skill. And it is what I strive to achieve in my teaching. I want to connect with my co-learners at a human level ...to touch them in such a way that I leave them better in some way. To do so I feel strongly that:

1. Teaching must be values-based and '*who I am*' is a better communicator and more important than what I do or say. (I shall strive to model what I believe and teach in and out of the classroom including particularly:
 - a) Those who would lead must serve those they lead. (I shall be a 'servant leader' in and outside the classroom. See Appendix 'A' for the explanation of the servant leader concept.)
 - b) People have enough critics in their lives including the 'Triplet Demons' of regret over the past, "I can't do ..." in the present and fear of the future. (I shall be an encourager in and out of the classroom.)
 - c) People learn best in a safe environment. (I shall foster safety by modeling authenticity, empathy, trustworthiness, and vulnerability while demonstrating attentive listening, candid and caring communications, character, and constancy of purpose to my co-learners.) Adult learners are just little kids in grown up bodies and their names are their favourite sound. (I shall strive to make leaning fun by being fun and not inhibiting it for my co-learners. I shall learn and call them by name as quickly as possible and regularly.)
2. **The more control one gives adult learners, the more they are willing to give up and using the word "because ..." is a powerfully persuasive approach**[\[1\]](#). (I shall facilitate an atmosphere of collaborative learning to the

greatest extent possible and always explain the 'why' of what I ask my co-learners to do.)

3. **Working adult learners are rewarded for what they do with what they know, not for what they know.** I have not taught well and learning does not occur until my co-learners adjust their thinking and change their behaviour by taking action. (I shall facilitate my co-learners to become thinkers that are more effective both through in-program tools I use and by staying in touch after them through my bi-monthly newsletter, Patton Associates S-M-A-R-T *Briefing*[™] (Appendix 'A').

4. **People learn best by experience and through stories in the context of teachable moments.** (I shall use group or individual practise exercises, regularly, and discuss what my co-learners want to discuss when they want to discuss it during teachable moments that I seize in the context of the content I commit to cover in my Learning Outcomes. I will do this using story telling and Money Making Tips[™]. Hopefully, co-learners will thus 'catch' key concepts rather than being 'lectured' at in class or on-the-job. {Each of these highlighted points 1-10 are an example of train-the-trainer Money Making Tips[™] that I use in my team building & leadership programs.})

5. **A high degree of self-awareness and self-responsibility are the hallmarks of successful people.** (I shall strive to enhance these traits in my learners and will provide them with tools that assist their enhancement.)

6. **Adult learners are usually not hard of hearing; sometimes they are just hard of listening.** (I shall model intentional listening and creatively repeat key concepts for my co-learners to assist their listening and communication skill growth.)

7. **Adults learn best when they know where they are going and why.** (I shall premise each program with a carefully crafted set of Learning Outcomes and briefly explain their importance from my experience base and research.)

8. **Adult learning is the product of an integrated group of individuals, many of whom are never seen by my co-learners.** (I shall strive to remember that I am only as good as the teaching team of which I am a part.)

9. **A Master Teacher is part actor, part coach and part scholar who works hard and life-long at getting better at each of these roles.** (I shall strive to become a powerful blend of "Sage on the Stage" and "Guide on the Side" rather than viewing these as opposing metaphors for different teaching styles.)

"Facts tell, stories sell." -- Michael Angier, American business coach

Another Patton Associates S-M-A-R-T Briefing!
“What Servant leadership Is”

One of the first modern writers about the concept of servant leadership was Robert K. Greenleaf. He re-popularized the notion in the late 1960s and early 1970's about which numerous business authors are writing at the turn of the 21st century.

Greenleaf has been hailed as the “grandfather” of the contemporary empowerment movement in business leadership.

It was an age of anti-leadership when he pioneered the modern leader-as-servant concept. He was a consultant to businesses and not-for-profit organizations in the area of management organizational development. He observed and was greatly troubled by crumbling institutions all around him that seemed unable to heal themselves.

He saw a crisis of leadership. But, he felt a new kind of leader was needed. In his book, “Servant Leadership, A Journey into the Nature of Legitimate Power and Greatness”, (New York; Paulist Press, 1977, p.13) he wrote:

“The servant leader’s motivation is “...to make sure that other people’s highest priority needs are being served.”

The mission of the contemporary Robert K. Greenleaf Centre in Indianapolis is “...to fundamentally improve the caring and quality of all institutions through a new approach to leadership, structure, and decision making.

“Servant-leadership’ emphasizes:

- increased service to others;
- a holistic approach to work;
- promoting a sense of community, and
- the sharing of power in decision- making.”

This, in a nutshell, is what servant leadership is.

Here’s your customer service S-M-A-R-T Tip! Explore and then apply the principles that attract you in this powerful leadership concept. Watch your followership respond in exciting, positive ways without effort on your part. Remember quality customer service is a moment-to-moment decision. And life is an unending series of choices.

Further Resources: You can find considerable online resources regarding servant-leadership available, without charge, from the Greenleaf Centre at <<http://greenleaf.org>> and from Trinity Western University’s Leadership Center at <<http://www.twu.ca/leadership/>>.

Please [contact us directly](#) to be added to our S-M-A-R-T Briefing Mailing List or regarding questions about the above article.

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“Specialists in coaching professionals in improving the people side of team customer service.”

4770 15th Sideroad, King City, ON L7B 1K4 CAN Tel: 905-859-4718 Fax: 905-859-4724 E-Mail: TheEagle@post1.com

[1] “INFLUENCE, The Psychology of Persuasion,” Cialdini, Robert B., Ph.D.

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