



Managing Expectations: Working with People Who Want More, Better, Faster, Sooner, Now!

Naomi Karten



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People have expectations. Your clients, for example. Sometimes their expectations of you seem unreasonable. But sometimes your expectations of them seem just as unreasonable (in their eyes).

The problem is that these mismatched expectations can lead to misunderstandings, frayed nerves, and ruffled feathers. More seriously, they often lead to flawed systems, failed projects, and a drain on resources.

Yet how often do you openly acknowledge these differences in expectations and take steps to better manage them? And how often are you a victim of your own expectations of yourself?

Expectations are difficult to control and impossible to turn off. Naomi Karten offers concrete ways to manage them, and in the process, to dramatically improve the effectiveness of your services.

A Step-by-Step Guide to Managing Expectations . . .

Guard Against Conflicting Messages

Use Jargon with Care

Identify Communication Preferences

Listen Persuasively

Help Customers Describe Their Needs

Become an Information-Gathering Skeptic

Understand Your Customers' Context

Try the Solution On for Size

Clarify Perceptions

Set Uncertainty-Managing Service Standards

When Appropriate, Just Say Whoa

Build Win-Win Relationships

Formulate an Action Plan



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