

Workshop for the October Conference:

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title:

Is it possible to have a dilemma between the vision of the business and the service to its customers?

background:

Noam is a publisher and owner of a group of magazines, some of them related to Anthroposophy.

Noam has been an IMO customer for the last 4 years.

The main readership of one of the magazines is a community.

The workshop:

During the work, a dilemma arose as to how the magazine serves its customers. Is there a conflict between the vision of the magazine as investigative journalism for service ?

And another question that concerns a community newspaper (Anthroposophical in our case): Is it right to publish a niche magazine that first prevents itself from 99% of the population, thereby "hiding its light" from the general public?

And if he goes out to the general public, what does he lose on the way?

What compromises were made, what is the publisher's considerations, and what solution ultimately took place in reality?

The workshop will deal with dilemmas that arise in relationships with customers, questions of customer service, contradictions, questions and dilemmas.