



# What's Your Golden Goldfish: The Vital Few - All Customers and Employees Are Not Created Equal

*Stan Phelps*

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## **What's Your Golden Goldfish: The Vital Few - All Customers and Employees Are Not Created Equal**

Stan Phelps

What's Your Golden Goldfish is based on the simple premise that all customers and employees are not created equal. For most businesses, 80% of profitability is driven by the top 20% of customers and employees. These are simply your "Vital Few." The book focuses on 9 different ways to do the "little extras" to promote customer advocacy and drive employee engagement with these key stakeholders. The Golden Goldfish is the third book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers. The second book, What's Your Green Goldfish focused on employees. The trilogy of books are based on crowd sourcing projects that drew over 2,200 examples.

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