IP BEST PRACTICES

Flip the Pyramid Around

A best practice shared by InspiringPeople.

Generated on 22 November 2026

Flip the Pyramid Around

Putting the customer literally on top of the org chart makes 'customer first' something people can see, not just say.

Key steps

Most companies say the customer comes first, yet the org chart puts the CEO at the top, then managers, then employees — with shareholders talking mostly to the CEO and customers talking mostly to employees.

Explain the current paradigm, then flip the pyramid: customers on top, employees who listen and react fast just below, and the CEO at the bottom of the funnel. The goal is happy customers; the result is money for shareholders — not the other way around.

CONTACT

InspiringPeople

ADDRESS

Maliebaan 45

3581 CD Utrecht

The Netherlands

PHONE

+31 84 00 38 999

EMAIL

contact@inspiringpeople.com



“Inspire to engage”