

8 Steps to a Strong Service Culture

A place where employees love to work, and customers love to do business

We take a very holistic approach to creating and sustaining strong service cultures in organizations we serve. A service culture requires planning, measurement, coaching and training to be successful for the long-term (quick fixes do not work, and they normally waste your resources). We also embrace the concept that it is just as important for employees to exceed each other's expectations (the internal customer), as it is our external customer's expectations. Our approach is in alignment with the profit chain below which helps our clients achieve long-lasting results whether you are non-profit or for profit.

Great Leaders = High Employee Advocacy = High Customer Advocacy = High Profits

It is important to methodically address each of the steps below, in the order in which they are shown. When done properly, the results are immediate, long-lasting and create a huge return on your investment (ROI). The steps are:

Step 1: Operational Strategic Planning: Key leaders create a plan of action to ensure operational excellence.

- Create **Core Values** that positively “influence employee behavior”
 - These are the principles and standards by which all employees will make decisions
 - Core values create consistent thought, behavior, and action throughout the entire organization
 - Examples of core values: *Integrity, Accountability, Communication, Teamwork and Fun*
 - Write a clearly defined explanation detailing what each core value means and how it applies
- Create a powerful **Mission Statement** that is inclusive
 - It answers the question; “*Why do we exist?*”
 - Includes employees, customers and maybe even your community/Tribe into the statement
 - Does the statement inspire and motivate employees, customers, and the community/Tribe?
 - *Example: “To create an exceptional entertainment experience for our guests, a great environment for our employees and prosperity for our Tribe.”*
- Create a powerful **Vision Statement** that pushes your boundaries
 - It answers the question; “*What do we want to become?*”
 - This is a statement of the organization's aspirations
 - Think BIG! If you think small, it may become a self-fulfilling prophecy
 - *Example: “To be the premier gaming and entertainment destination of choice.”*
- Perform a **S.W.O.T. Analysis**
 - Define the **Strengths, Weaknesses, Opportunities & Threats** of the organization
 - Quantify the **Strengths** from the customer & employee's perceptions (are they truly strengths or weaknesses)
 - Go over each **Weakness, Opportunity & Threat** to:
 - Find solutions for change (**what** needs to change?)
 - Assign responsibility for change (**who** needs to drive the change?)
 - Assign a reasonable timeline for change (**when** will change be complete?)
 - If you want to increase productivity, you must increase accountability!
 - Note: When evaluating the weaknesses of the organization, the focus should be on two questions:
 - “*Where does the customer feel pain in doing business with us?*”
 - “*Where do the employees feel pain in working for us?*”
- Define the Organization's **Unique Differentiating Factor**
 - This can also be referred to as a UVP (Unique Value Proposition)
 - This is what uniquely separates you from any of your competition
 - If asked; “*Do you have any competition?*” you could answer “*No*” and explain in detail, why
- Create a **Service Credo**
 - Short and Sweet – Clear – Believable – Enduring – Energizing – Descriptive of Uniqueness
 - It creates an expectation for the employees and customer as to what the expectations are
 - Example: Fed-X: *Absolutely, positively, overnight!*

The strategic plan should be reviewed monthly by the leadership team (no less than quarterly) to update its progress and hold everyone accountable for completion of their assigned tasks. It is also an opportunity to take into consideration current events and changes. This should be a working document utilized throughout the year.

Step 2: Leadership Career Development Assessment: We will assess each of the people in advance who are scheduled for the “Leadership Development Certificate Program” (Step 4), so that they can receive their results highlighting their strengths, weaknesses, best-fit work situations, worst-fit work situations and suggestions for development (it is not a test). This provides great feedback in advance of the training so they can apply greater focus on the training modules that apply to their developmental needs. Awareness brings change; so, the more aware leaders are of their strengths and weaknesses, the better ability they have to improve. The assessments are taken on-line, the reports are emailed to each attendee, and the results are incredibly accurate and easy to read.

Step 3: Leadership Career Development Assessment Personal Coaching: We will review the results of the Leadership Career Development Assessment with each person who was evaluated. He will provide confidential personal coaching on the results and give each person detailed instructions on how to improve as a leader of people. This is also a chance for each person to ask for assistance in areas they find challenging as a leader. We will act as a consultant, trainer, and coach to help each person develop as a strong leader. Each person will be provided with 30 minutes of personal coaching time (more if requested) and unlimited telephone and email access throughout the year.

Step 4: Two-Day Leadership Development Certificate Program (Framed certificates of completion provided):

- **Day-One Morning: Personal Development Training:** (titled; “*Simple Steps to an Extraordinary Career & Life*”). This is an incredibly powerful and life-changing session that will inspire and motivate people to greatness. The focus is on removing any self-limiting thoughts or feelings of victimization by reinforcing their personal power. Everyone has an inner saboteur, and this seminar will awaken each person to the inner voice that keeps them from greatness. It will motivate people to get off cruise control, grab the steering wheel to their lives and careers, then take action. The result of this seminar is leaders who are engaged, powerful, accountable, and ready to take on the world. It also opens them up to their full potential and creates the desire for deeper learning. It not only creates great leaders, but great human beings as well.
- **Day-One Afternoon: Leadership Training:** (titled; “*Turning Managers into Leaders*”). This seminar will help leaders learn how to lead people in a service culture. It will educate and motivate people to move from being “managers” to “leaders.” 85% of the people in leadership roles today are still “managing” their employees instead of “leading” them, and it is not their fault because they were never trained to do it properly. Sometimes, if upper management is “managing” people, then it becomes systemic throughout entire organizations because everyone is learning from them. This seminar provides simple easy-to-use tools that everyone can initiate immediately. The result will be reduced office politics, increased employee performance, increased employee advocacy, increased customer advocacy, increased profitability, and an overall happier work environment for everyone.
- **Day-Two Morning: Coach Training:** (titled; “*How to Coach Your Employees, Peers & Supervisor*”). This highly interactive session is the next step in the leadership development process and covers many of the tools and techniques used in advanced communication. This will provide all attendees with the technical knowledge of becoming a personal coach as recommended by the International Coaching Federation. Most people believe they know how to coach their employees, but 99% are doing it incorrectly and have no idea. Coaching is a process, and when done properly, it can be life-changing for the people you lead. This seminar provides advanced methods to take their leadership skills to the next level. It also teaches the skills needed to communicate better with all employees and all generations.
- **Day-Two Afternoon: Communication Training:** (titled; “*Conversational Charisma: Mastering Communication and Relationships*”). Great communication skills are a learned behavior, not something you are born with. You might have been born with the gift of gab, but do your words endear people to you, or repel them away? Learn simple tips on how to communicate better with everyone in your life, without getting resistance, and create stronger relationships within your organization. You will be shocked at how simplistic, yet how rare, these communication skills are. The session will also provide situation leadership scenarios, so you will be able to apply the tips you have learned. It will change the way you speak to your peers, employees, and family, as well as your children.

Step 5: Customer Service Training: (titled; “*Exceeding Customer Expectations*”). All employees, regardless of their job duties or title, should attend this extremely powerful and innovative, yet incredibly fun two-hour session. The focus is on customer service for both the internal and external customer and how to exceed their expectations. This session is more about “attitude” than “aptitude” and focuses on how to build relationships with everyone you meet. This seminar was voted as one of the top two seminars in the world and even if you have been in your position for 35 years, you will learn things you never knew. Everyone will benefit from the content regardless of their position and enjoy the experience as well. Certificates of completion provided to all attendees.

Step 6: Monthly Leadership Telephone Seminars and Newsletters: We provide FREE monthly telephone seminars for your leadership team, along with two newsletters each month, so leaders have additional tools to help them fine-tune their skills and continue to develop their teams throughout the year. The free telephone seminars are 30 minutes in length and can be listened to live, or you can also call in and listen to a recording of the seminar in case you are unable to attend the live broadcast. At the end of each telephone seminar, we open the telephone lines for questions, so your leaders can ask any questions they may have about customer service, leadership, communication, business, or anything they may find challenging.

Step 7: Customer Service Training – (six months after Step 5): (titled; “*Embracing Excellence*”). This fabulous two-hour customer service seminar continues the journey to a service culture by focusing on employee authenticity and playing to their strengths. It offers many examples of employees who did what the customer expected and then one thing more to exceed their expectations and create customer advocacy. There is a powerful section on “self-management” and the things employees can do to get a stronger grip on their personal lives and careers. It finishes up with sections on how to build strong relationships (regardless of your industry, everyone is in the relationship business) and how to communicate effectively with everyone you engage. Certificates of completion provided.

Step 8: Training DVDs: After the above steps are complete, it is important for new hires to step into their role and understand the culture from the very first day. You want everyone to be singing from the same song book and the training DVDs can help you do that for a very reasonable cost. The DVDs come with comprehensive worksheets so moderating the video training is a convenient option (it walks them through it just like a live seminar).

- Set #12: A four-DVD set of the seminar “Exceeding Customer Expectations” (2 hours)
- Set #13: A four-DVD set of the seminar “How to Coach Your Employees, Peers & Supervisor” (3 hours)
- Set #14: A four-DVD set of the seminar “Turning Managers into Leaders” (4 hours)
- DVD #15: A single leadership DVD titled “How to Create and Sustain a Strong Service Culture” (1 hour)
- DVD #16: A single leadership DVD titled “How to Eliminate Office Politics and Drama” (1 hour)
- DVD #17: A single leadership DVD titled “Self-Management: Increasing Efficiency and Productivity” (1 hour)
- DVD #18: A single leadership DVD titled “Simple Steps to an Extraordinary Career & Life” (1 hour)

The above steps take a very holistic approach to not only creating but sustaining a strong long-term service culture. Remember, the growth of your organization is directly and proportionately tied to the growth of your people. The results of our 8 steps will be immediate and costs will be quickly offset with increased productivity and profitability. However, you may pick and choose the services above that fit your budget (it does not have to be all or none). Please contact us for a quote to Brad@BradWorthley.com or call 425-957-9696. Thank you!

Testimonials for the Incredible “Leadership Development Certificate Program”

“Extraordinary and Enlightening! Not only does BWI bring professional development to the table but personal as well. If you are an executive looking for focused leadership training for your team this one is for you. We look forward to working with BWI in the near future.”

Melanie Chase - General Manager
Indigo Sky Casino

“Best training I have ever attended on leadership! I learned a lot about myself and how to understand others. I cannot wait to share this information with all of our employees to increase and improve self-growth and communication. Thank you!”

Jalene Wells – Gaming Commissioner
Eastern Shawnee Tribe Gaming Commission

“Amazing! BWI put so many ideas into perspective, was super engaging, open to questions, and patient. I feel that they know, believe and have proven that their methods not only work, but are correct. I feel the use of group work helps you to learn to retain the information and methods. I will definitely attend future seminars of BWI’s.”

Josh Siler – Table Games Manager
Downstream Casino

Amazing experience! Every person in a management position should take this program. It has changed the way I look at how I coach my employees and how to communicate with them. You will walk away a much better leader.”

Jose Miquel Gomez – Steak House manager

Downstream Casino and Resort

***“Totally life changing!** BWI has given me the tools to not only succeed in my career, but also in my personal life as well. I will be able to take the knowledge to my employees and help them on the betterment of their careers. The presenter has non-stop energy and is full of life! The group coaching work is something that you can apply right away! I cannot wait to attend future seminars of BWI’s”*

Josh Paschke – Poker Shift Manager

Downstream Casino and Resort

***“This training has been a phenomenal training for me.** I am new to my leadership role and the thorough explanation of the coaching process has been a huge asset to me. It has provided a foundation for exceptional leadership in my department and in all my future career. I hope I get another chance to attend a training from BWI in the future.”*

Stacie Frieze – Early Childhood Learning Center Coordinator

Eastern Shawnee Tribe

*“I am very fortunate that you took the time to travel to this area for such an extensive training seminar. I have learned a lot in the last two days. It is much needed information for me to excel not only in my professional career, but in my everyday life with family and friends. Thanks for being not only a good, okay, **GREAT speaker, but also a huge mentor to excellence.** May God bless you and your family, and thanks again for a great seminar!”*

Greg Bolton – Executive Sous Chef

Downstream Casino

*“I have been a manager in the casino resort industry for over 9 years. After attending this seminar for the last two days I have learned so many new skills and tools to use on a daily basis. These tools can not only be used at work, but also in your home life. **The seminars are focused, enlightening and very intuitive.** BWI adds humor and fun to all seminars. I would highly recommend attending if given the opportunity.”*

Kathy VanStavern – Hotel Services Manager

Downstream Casino

*“This is the third time I have been in a development session/training with BWI. I find myself more developed and seasoned in my career due to utilizing the techniques that were given. The message is always clear and very informative. The presenter had a very calm, yet attentive way of connecting to each individual in the training. **The training and the professionalism is outstanding!** I love the gifts! Thank you! I look forward to the next time!”*

Lena McQuary – Tribal Development Officer

Downstream Casino

*“To make a two-day leadership program enjoyable, informative and engaging is no small task: **BWI rocked it!**”*

Richard Turner – Entertainment Manager

Indigo Sky Casino

*“This program was a tremendous learning experience. **One of the few trainings that I have been to that I actually enjoyed and learned something.** I hope to practice what I have learned to become a better supervisor and employee. I’ve also learned some ideas for what I can incorporate into my family life and relationship. Thanks for the awesome opportunity!”*

Angela Ruiz – EGM Supervisor

Eastern Shawnee Tribe Gaming Commission

*“Great program! The presenter was precise and clear, giving us the tools to use on a daily basis, at work and in our personal lives. **It was very engaging, and I loved every moment of the two days.** Learning the coaching process was a very valuable tool as well. Thank you BWI!”*

Vanna Barger – Administrative Assistant

Eastern Shawnee Tribe Gaming Commission

*“Most trainings over two-hours can’t hold my attention. However, **these sessions held my attention the entire time.** There are many tools I will take back and implement at work and at home.”*

Amber Graham – Deputy Gaming Commissioner

Eastern Shawnee Tribe Gaming Commission

*“**I loved this program.** It taught me a lot about my career and also my home life as well, I appreciate everything. It really opened my mind about a lot of different ways to be a great leader and person.”*

Haeley Ackerson – Food and Beverage Manager

Downstream Casino and Resort