

# LESSON FOUR

Principle #1:

Create a Remarkable Experience (Part 1)

A Culture of Wow!

*(Page 63-70 in the Book)*

# START HERE

Have someone recite the Code of CARE™

Take a few moments to recap the key points learned in last week's training session:

Celebrate one thing that went well during your last week:

Write down your greatest challenge at work last week:

What may you have done (or not done) that contributed to your challenge last week?

Write down one situation relating to your job that you are thankful for and haven't previously mentioned:

# INTERNALIZE

As a leader, (remember leadership is a mindset not a position) you must Create a Remarkable Experience for your team and colleagues before you can expect them to Create a Remarkable Experience for customers.. To help you do that, list the behaviours you would like to see in your team as it pertains to the way they treat the customer.

Describe ideal Team Member behaviour  
as it pertains to creating a remarkable  
experience for customers

Rate yourself on how well you  
currently model this behaviour  
with your Team Members

1

0 1 2 3 4 5 6 7 8 9 10

2

0 1 2 3 4 5 6 7 8 9 10

3

0 1 2 3 4 5 6 7 8 9 10

4

0 1 2 3 4 5 6 7 8 9 10

5

0 1 2 3 4 5 6 7 8 9 10

6

0 1 2 3 4 5 6 7 8 9 10

# SELF-EVALUATION

If you rated yourself at 7 or higher on any of the items on the previous page, list an example in the space provided below. Don't be afraid to toot your own horn.

If you rated yourself lower than 7, write one thing you will start doing to better model this desired behaviour.

Self-Evaluation

# INTEGRATE

Your customers have to be left with a good \_\_\_\_\_ about the experience they've had with your company. It is this feeling that forms their \_\_\_\_\_ of your brand.

There are three required components to integrate this principle into your organization:

Be \_\_\_\_\_

Be \_\_\_\_\_

Be \_\_\_\_\_

# BE DIFFERENT IN THE MIND OF THE CONSUMER

In order to be different and to stand out amongst your competitors, you need to know what the status quo is within your industry. In this exercise, take 5-10 minutes to brainstorm the status quo. What complaints do customers typically associate with your industry? In the next exercise you will develop your own promises that help to differentiate your company from everyone else.

The standard or status quo in our industry

1

2

3

4

5

## SURVEY YOUR CUSTOMERS

The five items above are items that we believe are important to our customers. The next step is to ask our customers. In this exercise, have someone create a short survey asking customers to rate the above five items on a scale from 1 to 10. SurveyMonkey.com or other similar systems is an easy way to do this.

You don't need to poll all your customers. 20% is enough to give fairly accurate data. We will compare the results from our customers and our own assumptions next week to begin creating our internal customer promises.

# QUOTE FROM THE BOOK

Take a moment to discuss how this applies to today's lesson

“Often, the best experiences are from the heart and cost little or nothing to create. Doing something extraordinary to create a remarkable experience for our customers makes them feel special - like a guest at a high-end resort. When customers feel special you earn their loyalty. When the experience is remarkable they talk about it to their friends and colleagues.”

Choose next facilitator

Post key thought to the CARE Leadership Twitter discussion @careleadership using the hashtag #CLTP

Preview next class outline. Assign reading requirements.

Close meeting with a loud and energetic cheer!

1...2...3... \_\_\_\_\_ !