# 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  $\mathsf{CARE}^\mathsf{TM}$ 

	ning session:
lebrate one thing that went well during your last week:	
rite down your greatest challenge at work last week:	
hat may you have done (or not done) that contributed to your challen	nge last week?
	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 cutomers.. 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	cu	ırre	ent	ly 1	no	del		is t	oeh	avi	you our
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.

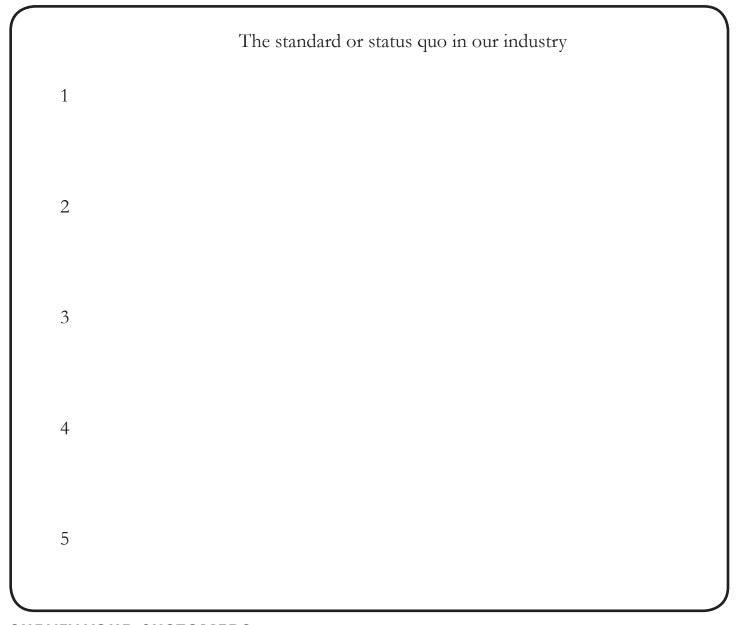
If you rated yourself lower than 7, write one thing you will start doing to better model this desired behaviour.

	Self-Evaluation
INTEGRATE	

	mers have to be left with a goodt is this feeling that forms their	ı ,
There are t	hree required components to integrate this p	rinciple 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.



# 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 @ca	areleadership using the hashtag #CL'	ГР
Preview next class outline. Assign reading requirements.		
Close meeting with a loud and energetic cheer!		
note meeting with a road and energetic eneer.		
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