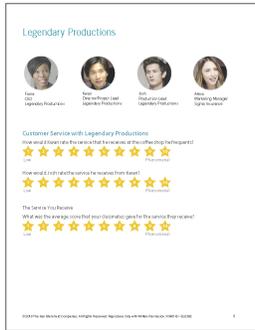
**Activity 1—Welcome****Materials:****Activity Time:** 3 minutes**Slide Time:** 3 minutes**PW Page:** 1**Start/Stop Time:****Slide:** 2**Welcome**

1. **Welcome participants to Legendary Service.**
2. **Briefly introduce yourself and have the participants do the same at their tables.**
3. **Share your hopes for the session.**

I hope you will find this workshop engaging and the content relevant. Being able to apply the Legendary Service Model should help you increase the satisfaction you experience on the job while improving the level of customer satisfaction within your organization.
4. **Transition to the next activity—Rating Customer Service, and the next slide—Legendary Productions.**



Activity 2—Rating Customer Service

Materials:

Activity Time: 13 minutes

Slide Time: 4 minutes



PW Page: 6

Start/Stop Time:

Slide: 3

Legendary Productions

1. Introduce the *Legendary Productions* video.

We will be viewing a video about Legendary Productions that will demonstrate customer service at its best and worst. Throughout the day we will be checking in with Kwan, Fiona, and Josh at Legendary Productions to see how they are experiencing and delivering customer service in their workgroup.

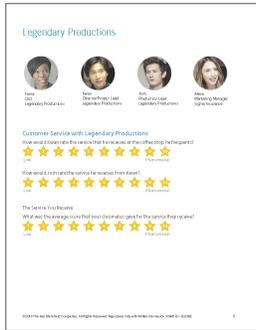
Legendary Productions does video production work. While this work may be very different from what you do at your organization, great customer service is imperative in any business since customers fuel business. Whether you are delivering video production or loan packages, the customer needs to feel good about the experience if you want to build customer satisfaction and loyalty.

- Ask for a volunteer to read the names and titles of the characters from the video listed on page 6 of the workbook.

2. Show the video.

3. Transition to the next slide—Rating Legendary Productions.

Let's talk about what we just saw in the video.

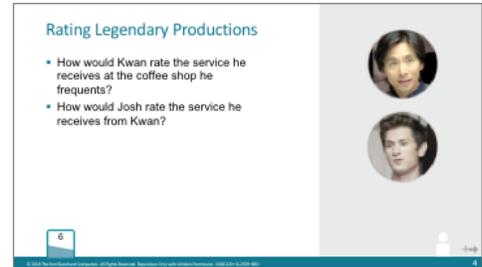


Activity 2—Rating Customer Service

Materials:

Activity Time: 13 minutes

Slide Time: 2 minutes



PW Page: 6

Start/Stop Time:

Slide: 4

Rating Legendary Productions

1. Explore the level of service Kwan receives from his coffee shop.

Based on what you saw, how do you think Kwan would rate the coffee shop he frequents in terms of the service he receives? Use the scale in your workbook on page 6, with one being low and ten being phenomenal, and record your answer.

- Ask participants to share their rating and give examples from what they observed to justify their analysis.
- Solicit and acknowledge responses, such as
 - *They don't remember his name.*
 - *They misspell his name.*
 - *They don't remember his order even though he comes in every day.*

2. Explore the level of service Josh received from Kwan.

If we want to serve our external customers at the highest level, we have to make sure we serve the people we work with, and through, to get our final product to them. These are our internal customers.

How would Josh rate the service he receives from Kwan? Use the same scale shown on page 6, with one being low and ten being phenomenal.

- Ask participants to share their rating and give examples from what they observed to justify their analysis.
- Solicit and acknowledge responses, such as
 - *Josh seems overwhelmed and Kwan doesn't empathize or offer to help.*
 - *Josh is frustrated with Kwan's lack of understanding of the situation.*

3. Transition to the next slide—Rating the Service You Receive.

Now, let's think about the service that YOU receive as you live your life as a customer.



Activity 6—Beliefs about Service

Materials:

Activity Time: 20 minutes

Slide Time: 6 minutes



PW Page: 14

Start/Stop Time:

Slide: 23

Beliefs about Service Predictions

1. Debrief the video.

So, from the video we now know that our beliefs drive our behaviors and the impact we will have with the customer.

2. Introduce the sample belief about service.

Let's see if we can make a prediction about behaviors and impact based upon a service provider's beliefs about service. Look at the top entry in the table, under beliefs, on page 14 of your workbook.

3. Ask participants to describe the corresponding behaviors and the beliefs about service in the workbook.

For example, let's say that the service provider believes, "The customers get in the way of me completing my tasks." What would you see them doing or saying if that was their belief? What sorts of behaviors might they exhibit when approached by a customer?

- Write their examples on the flip chart on the side labeled behaviors. Expect answers such as
 - *They act busy.*
 - *They keep talking and don't listen.*
 - *They might roll their eyes.*
 - *They avoid or ignore them.*
 - *They rush them and are abrupt.*

Facilitation Tip
 Create a flip chart with two columns to record the behaviors and impacts for the example.



Activity 6—Beliefs about Service

Materials:

Activity Time: 20 minutes

Slide Time: 6 minutes



PW Page: 14

Start/Stop Time:

Slide: 23

Beliefs about Service Predictions, continued

4. Examine the impact of these behaviors.

What do you think the impact is on internal or external customers when they behave that way?

- Write their examples on the flip chart on the side labeled impact. Solicit and acknowledge answers, such as
 - *The customer doesn't feel valued.*
 - *They leave and don't do business with us anymore.*
 - *They say bad things about us or our company.*

5. Summarize the key points.

Beliefs drive behaviors that lead to impact—sometimes bad, sometimes good. Beliefs about service lay the foundation that our customer service is built upon. The good news is that beliefs are not fixed—they can change.

6. Give these instructions.

Please refer to your LAUNCH assignment Hall of Shame or Fame worksheet and review your real-life Hall of Shame or Fame customer service experience.

What do you think they believe about serving you? What were those behaviors? What did it look like and what was the impact? Fill in the chart on page 14 and be prepared to discuss the beliefs, behaviors, and impact for your Hall of Shame or Fame winner. You have 2 minutes.

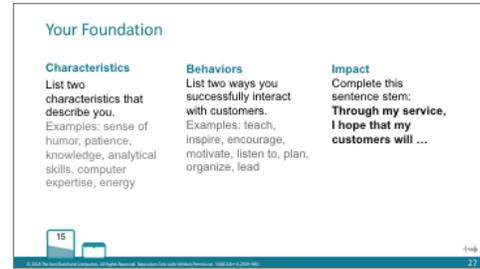


Activity 7—My Customer Service Vision

Materials: Vision Card

Activity Time: 12 minutes

Slide Time: 4 minutes



PW Page: 15

Start/Stop Time:

Slide: 27

My Foundation

1. Introduce the My Foundation section on page 15 in the Participant Workbook.

- You’ve just thought about your beliefs about service. With those beliefs in mind, let’s start thinking about your personal customer service vision to help you act on your positive beliefs.
- Your customer service vision defines the personal characteristics you will use, and specific behaviors you will display, to create the impact you want to have on your customers.

On page 15 of your workbook, we are going to go through a quick and simple process to help you come up with that personal customer service vision.

2. Complete the first column—My Characteristics.

Take 1 minute and list in the first column two positive characteristics that describe you.

- Read the examples on the slide as they fill out the first column.

3. Complete the second column—My Behaviors.

Think about two ways you successfully interact with people. Take 1 minute and list them in the second column.

- Read the examples on the slide as they fill out the second column.

4. Complete the third column—My Impact.

Finish this sentence stem: Through my service, I hope that my customers will _____. How would you finish that statement? Go back and think about your beliefs. Consider what you want them to think about you and the company, and the success you want them to have. Take 2 minutes to complete this.

5. Transition to the next slide—Customer Service Vision Statement Example.

The characteristics, behaviors, and impact we described here will form the base of our customer service vision. First let’s take a look at an example of a well-crafted service vision statement.



Activity 10—Introduction to Being Attentive to Customers

Materials:

Activity Time: 1 minute

Slide Time: 1 minute



PW Page: 19

Start/Stop Time:

Slide: 37

Being Attentive to Customers

1. Ask a participant to read the definition of Attentive to Customers on page 19 of the workbook.
2. Share the three components of being attentive.
In order to be attentive to customers and listen to their needs and wants, you need to listen and:
 - *Be present and focused*
 - *Draw out information*
 - *Confirm what you heard*
3. Transition to the next activity—Listening Styles, and the next slide—The Casting Call.
Let's go back to the action at Legendary Productions and see how attentive Kwan is to Alexa's needs and wants.



Activity 11—Listening Styles

Materials:

Activity Time: 17 minutes

Slide Time: 3 minutes



PW Page: 23

Start/Stop Time:

Slide: 42

Benefits of Being Attentive

1. Ask participants to individually fill out page 23 in their workbooks individually.

- Allow 2 minutes.

2. Discuss obstacles to listening.

What keeps us from listening?

- Solicit and acknowledge answers, such as
 - *Too much to do*
 - *Distractions*
 - *Having our own agendas*
 - *Not really interested in what they are saying*

What is the impact of not listening?

- Solicit and acknowledge answers, such as
 - *May miss the most important part of the message*
 - *Trust/relationship erodes*
 - *Creates do-overs/extra work*



Activity 11—Listening Styles

Materials:

Activity Time: 17 minutes

Slide Time: 3 minutes



PW Page: 23

Start/Stop Time:

Slide: 42

Benefits of Being Attentive, continued

3. Discuss the benefits of listening well.

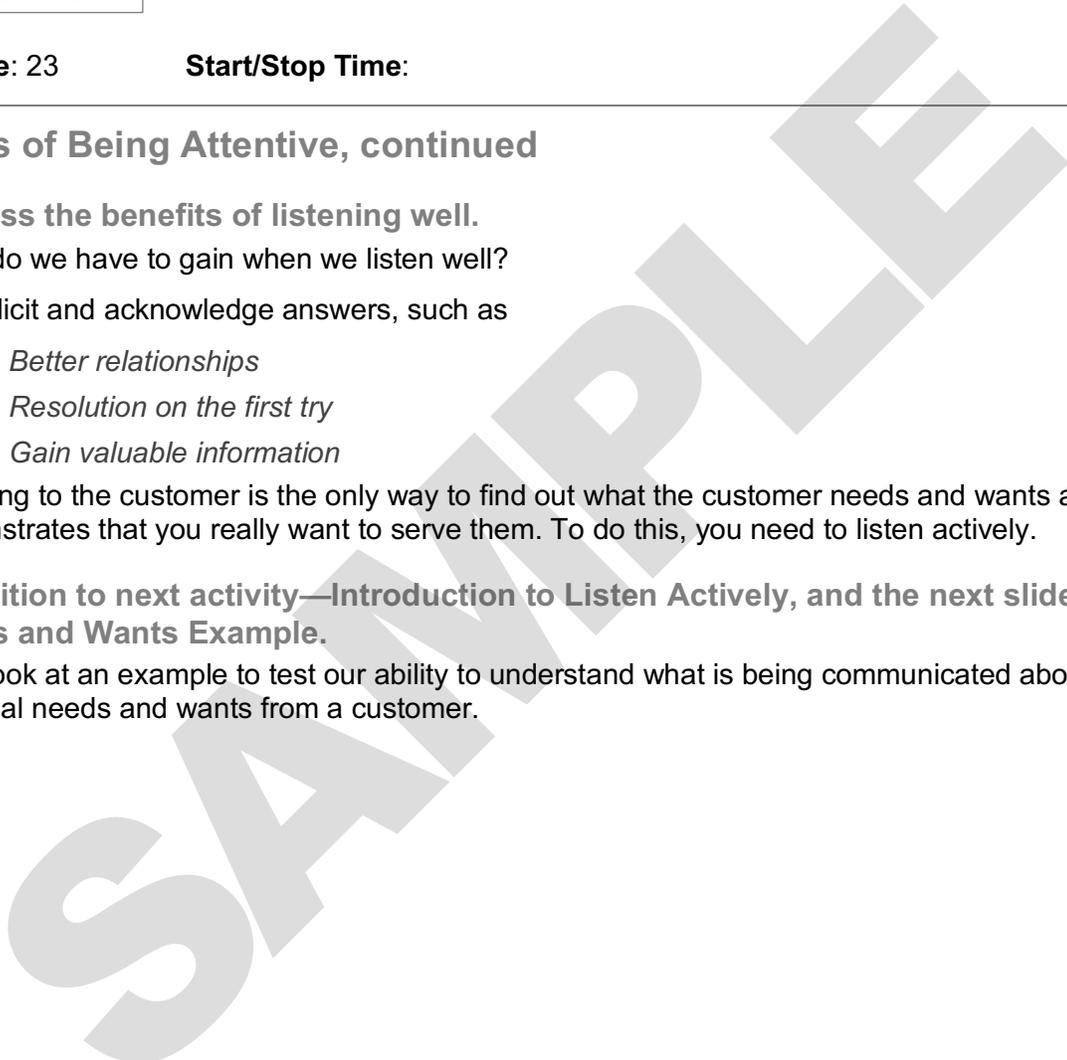
What do we have to gain when we listen well?

- Solicit and acknowledge answers, such as
 - *Better relationships*
 - *Resolution on the first try*
 - *Gain valuable information*

Listening to the customer is the only way to find out what the customer needs and wants and demonstrates that you really want to serve them. To do this, you need to listen actively.

4. Transition to next activity—Introduction to Listen Actively, and the next slide—Needs and Wants Example.

Let’s look at an example to test our ability to understand what is being communicated about potential needs and wants from a customer.

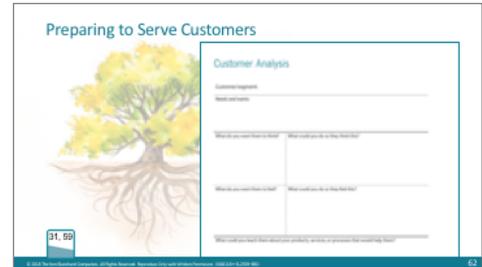


Activity 17—Creating a Customer Analysis

Materials:

Activity Time: 11 minutes

Slide Time: 1 minute



PW Pages: 31, 59

Start/Stop Time:

Slide: 62

Preparing to Serve Customers

1. Introduce the Customer Analysis form.

Success is 90% preparation. So, let’s take a moment to prepare to meet the needs of the internal and external customers we regularly work with.

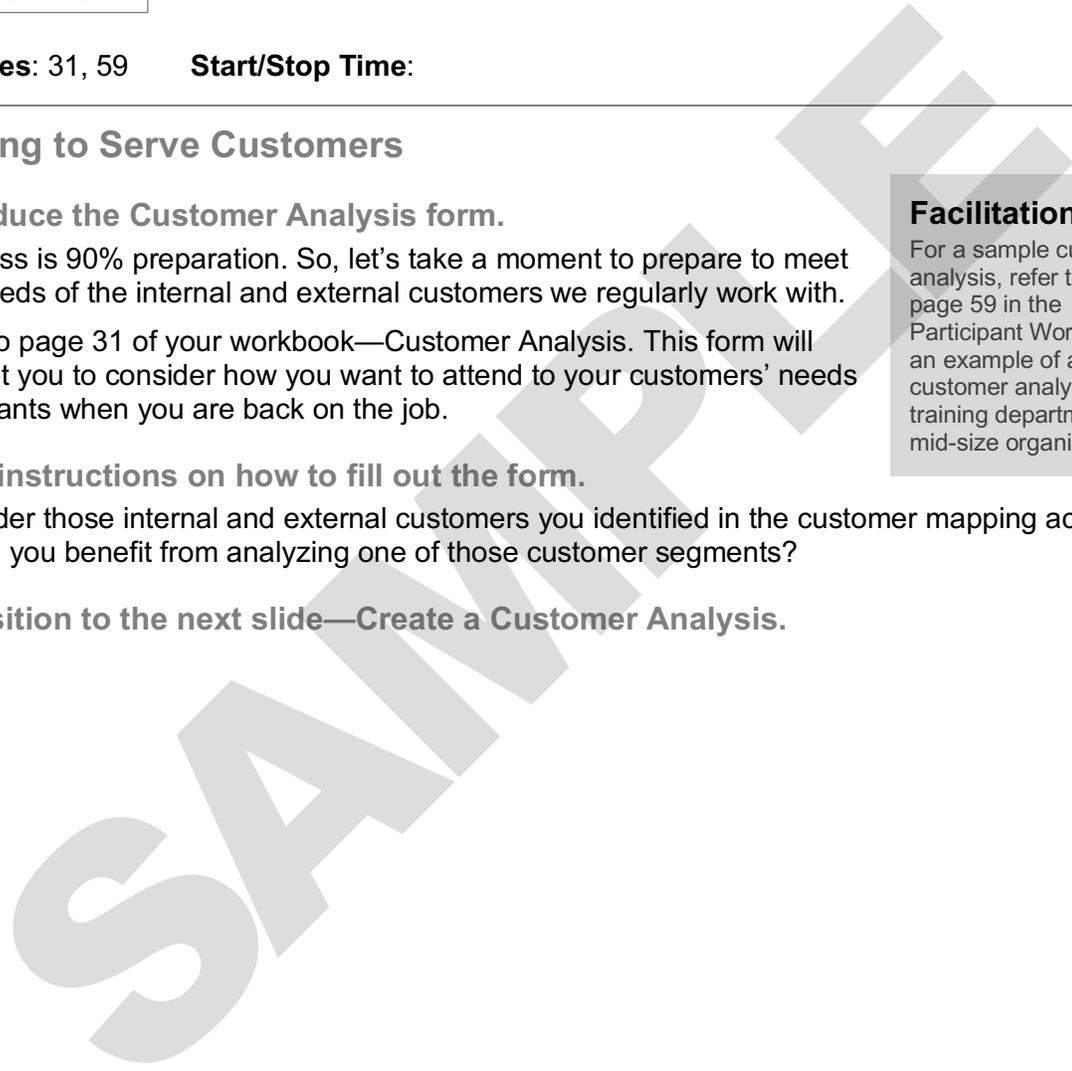
Turn to page 31 of your workbook—Customer Analysis. This form will prompt you to consider how you want to attend to your customers’ needs and wants when you are back on the job.

2. Give instructions on how to fill out the form.

Consider those internal and external customers you identified in the customer mapping activity. Would you benefit from analyzing one of those customer segments?

3. Transition to the next slide—Create a Customer Analysis.

Facilitation Tip
 For a sample customer analysis, refer to page 59 in the Participant Workbook as an example of a customer analysis of a training department of a mid-size organization.





Activity 19—Identifying Responsive Behaviors

Materials:

Activity Time: 15 minutes

Slide Time: 1 minute



PW Page: 35

Start/Stop Time:

Slide: 66

Being Responsive to Customers

1. Introduce the Legendary Service characteristic—Being Responsive to Customers.

Being Attentive and being Responsive work hand in hand. Always be attentive to your customers by listening to their needs and wants. Then respond by taking actions that show you care.

How do you show you care? By:

1. Acknowledging their feelings
2. Offering solutions and gaining agreement
3. Expressing appreciation

2. Transition to the next Slide—What Does It Look Like?

What does responsiveness look like to you?

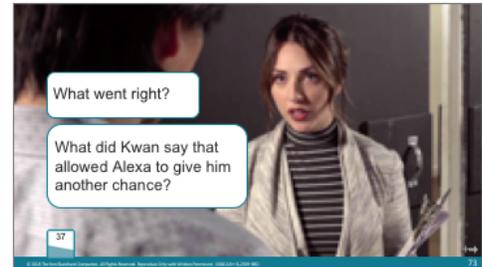


Activity 21—Demonstrating Responsiveness

Materials:

Activity Time: 8 minutes

Slide Time: 4 minutes



PW Page: 37

Start/Stop Time:

Slide: 73

The Turning Point

1. Debrief the video.

What went right?

- Solicit and acknowledge responses, such as
 - He empathized with Alexa: “You must be so frustrated. And disappointed. I would be.”
 - He apologized patiently listened to her objections
 - He took responsibility for his part: “I totally blew it.”
 - He admitted his mistake: “I was so preoccupied with my own ideas, I never took the time to really understand what you wanted.”
 - He asked for a second try: “I think we can get what you’re looking for with Deon, if I give him some different direction. How does that sound?”
 - He asked open-ended clarifying questions: “Please... what do you mean by memorable?” “How exactly would they make you feel?”
 - He paraphrased what he heard: “A character who’s memorable, like a trusted friend. Who conveys that your company’s dependable, caring, and there when you need them.”

2. Explore Acknowledging feelings in the video.

What went right?

What did Kwan say or do that convinced Alexa to give him another chance?

- Solicit and acknowledge responses, such as
 - He listened—finally.
 - He acknowledged her feelings and apologized for his part without being defensive or placing blame on her or others.

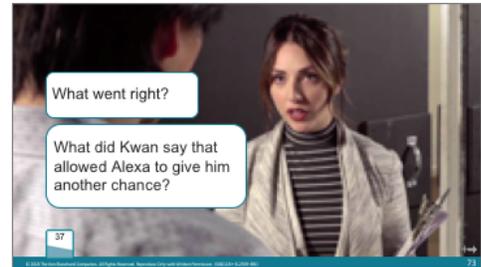


Activity 21—Demonstrating Responsiveness

Materials:

Activity Time: 8 minutes

Slide Time: 4 minutes



PW Page: 37

Start/Stop Time:

Slide: 73

The Turning Point, continued

3. Examine the advantages of showing vulnerability.

How do you feel when you acknowledge others negative feelings in this way?

- Solicit and acknowledge responses, such as
 - *Awkward.*
 - *I feel vulnerable.*
 - *Remorseful, but eager to repair the situation.*

Kwan’s willingness to honor the way Alexa felt and make himself vulnerable softened her mood toward him. She was able to release her anger. Think back on the video about beliefs about service, and remember that feelings and memory are closely linked. That which you feel the strongest, you remember the longest.

What is Alexa going to remember? She is going to have a positive story to tell that will hopefully lead to repeat business.

4. Transition to the next activity—Acknowledging Feelings, and the next slide—To Acknowledge Feelings.

Responding to Your Challenging Situation

Read the story, identify a challenging situation, and answer the questions below about that situation.

What did you have to do to acknowledge that feeling more effectively?

1. _____
2. _____
3. _____

What did you have to do to offer solutions?

4. _____
5. _____
6. _____
7. _____

What did you have to do to gain agreement with the customer?

8. _____
9. _____
10. _____

What did you have to do to express appreciation to the customer?

11. _____
12. _____
13. _____
14. _____

Activity 25—Responding to a Challenging Situation

Materials:

Activity Time: 14 minutes

Slide Time: 1 minute



PW Page: 42

Start/Stop Time:

Slide: 83

Responding to a Challenging Situation

1. Review the responsive behaviors

We have covered the responsive behaviors of acknowledging feelings, offering solutions and gaining agreement, and, finally, expressing appreciation. We have also seen them in action at Legendary Productions as Kwan acknowledged what Alexa was thinking and feeling, offered her some solutions, and gained her agreement to try a new approach. He then thanked her for her patience in the process and her partnership in moving forward to save the day.

2. Transition to the next slide—Responding to Your Challenging Situation.

Now let's see if we can apply the responsive behaviors to challenging situations back on the job.

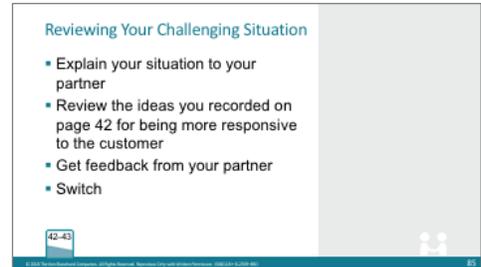


Activity 25—Responding to a Challenging Situation

Materials:

Activity Time: 14 minutes

Slide Time: 10 minutes



PW Pages: 42–43

Start/Stop Time:

Slide: 85

Reviewing Your Challenging Situation

- 1. Give instructions for reviewing your challenging situation.**
You will be sharing your challenging situation with a partner. Once you share the situation, also share the things you think you could have said or done to make it go better.
- 2. Conduct the activity.**
Find your partner and share your situations. As you listen to your partner, please share any advice or tips you would suggest. They should be captured on page 43 in your workbook.
You have 8 minutes total for both of you to share.
Be sure to record key feedback that you receive.
- 3. Debrief the activity with the large group.**
- 4. Transition to the next activity—Being Responsive Self-Survey and Action Plan, and the next slide—Being Responsive to Customers Self-Survey and Action Plan.**

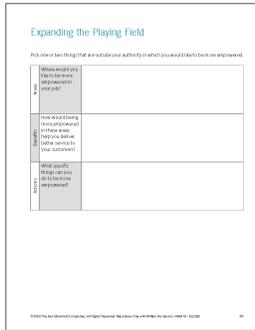
**Activity 27—Being Empowered****Materials:****Activity Time:** 3 minutes**Slide Time:** 3 minutes**PW Page:** 45**Start/Stop Time:****Slide:** 88**Being Empowered****1. Define being Empowered.**

People who are empowered are more efficient, creative, and excited about their work. Being empowered to serve customers means unleashing the full extent of your power. Empowered service providers take care of themselves so they have the strength to use the power they have more effectively, and, when needed, champion innovation so things work even better.

2. Show the video.

Let's watch a video to learn more about being empowered.

3. Debrief the video.**4. Transition to the next optional hidden slide—Self-Care.**



Activity 30—Examining Your Power

Materials:

Activity Time: 13 minutes

Slide Time: 8 minutes



PW Page: 49

Start/Stop Time:

Slide: 94

Expanding the Playing Field

1. Guide participants in recording their ideas on the three questions on page 49 in your workbook.

Pick one area in which you would like to be more empowered in your job.

- Give examples of areas for more authority
 - *Making decisions*
 - *Selecting vendors*
 - *Organizing workload or projects*
 - *Designing customer experiences*
 - *Hiring more staff*
 - *Receiving my manager’s support or praise*

• Allow 1 minute.

Now answer the second question: How would having more input in this area help you deliver better service to your customers?

- Give examples of how it might help them to deliver legendary service.
 - *Faster service*
 - *Increased speed and efficiency*
 - *Delighted customers*
- Allow 1 minute.

Facilitation Tip
 Create a flip chart with three rows: Area, Benefit, Action



Activity 32—Empowering Legendary Service

Materials:

Activity Time: 9 minutes

Slide Time: 4 minutes



PW Page: 51

Start/Stop Time:

Slide: 101

Empowering Legendary Service Meetings

1. Introduce the Empowering Legendary Service meeting worksheet.

To help you identify and expand your power as well as champion innovation for positive change, we have a tool you can use with your manager: the Empowering Legendary Service meeting worksheet. Turn to page 51 of your workbook.

2. Explain the function of the worksheet.

This meeting guide is a valuable tool for sustaining Legendary Service in your organization. You can use it to promote empowerment at your workplace for yourself and your team.

1. Keep track of goals.
2. Discuss strategies or obstacles.
3. Champion innovation that will lead to positive change.
4. Share success stories.
5. Report on professional and personal self-care progress.

How many of these things did Kwan do in the video we just watched? How could using this form on the job head off problems, remedy situations, or provide a better outcome for the next customer?

Keep looking for opportunities to be more empowered and share them with your manager. They will thank you for it.

This form is also available as an interactive PDF at Blanchard Exchange under MASTER Tools.

The form is titled "Empowering Legendary Service" and includes the following sections: "Service Goals and Metrics", "Innovation Suggestions", "Customer Success Story", and "Self-Care". It contains various input fields and checkboxes for recording progress and goals.

Activity 32—Empowering Legendary Service

Materials:

Activity Time: 9 minutes

Slide Time: 4 minutes

The slide is titled "Empowering Legendary Service Meetings" and lists the following bullet points:

- Track goals
- Discuss strategies for overcoming obstacles
- Champion innovation
- Share success stories
- Report professional and personal self-care progress

 A small inset image shows the "Empowering Legendary Service" form. The slide number "51" is visible in the bottom left corner.

PW Page: 51

Start/Stop Time:

Slide: 101

Empowering Legendary Service Meetings, continued

3. Initiate the use of the form.

Consider a goal for improving the service you or your department provides or create a new goal, then record that goal at the top of the form.

4. Instruct participants to set up a meeting.

Take a moment right now to set up a meeting with your manager for empowering Legendary Service for you or your team. If you have your cell phones with you, go in to your calendar and find a spot in the next two weeks when you can share your thoughts with your manager about how you are going to provide Legendary Service—and how they can help you.

5. Transition to the next activity—Empowered Self-Survey and Action Plan, and the next slide—Being Empowered Self-Survey.

Let's take a look at the final self-survey.

