

Re-Imagining—Leadership, Business and Organizations.

Restoring—Ourselves.

We All Win: Fanagalo™

Business Lessons From the African Bush

Customer Service With Authenticity (Film 1 of 2)

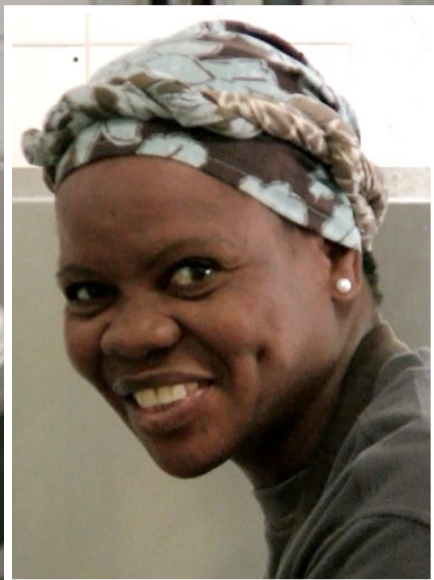
Leader's Guide

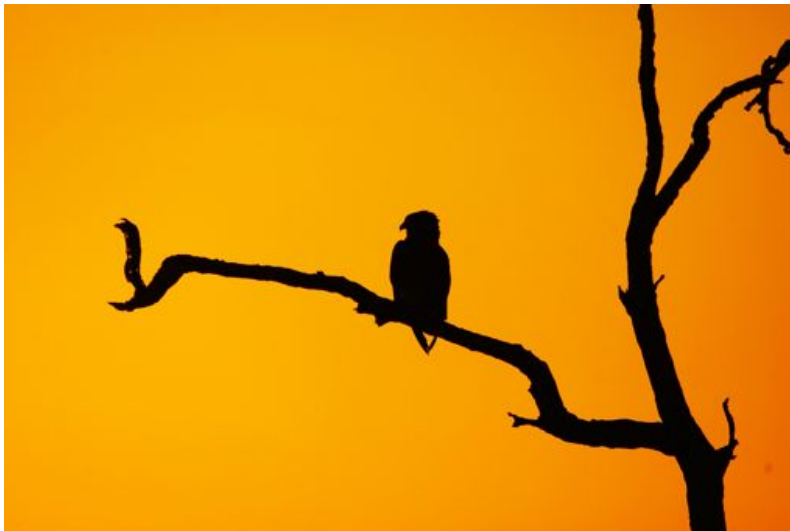
Surprise and Delight.

Exceed Expectations.

Create Viral Story Tellers.

Keep it Real.





RESET & RE-IMAGINE™ the Future Series
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About GROH™

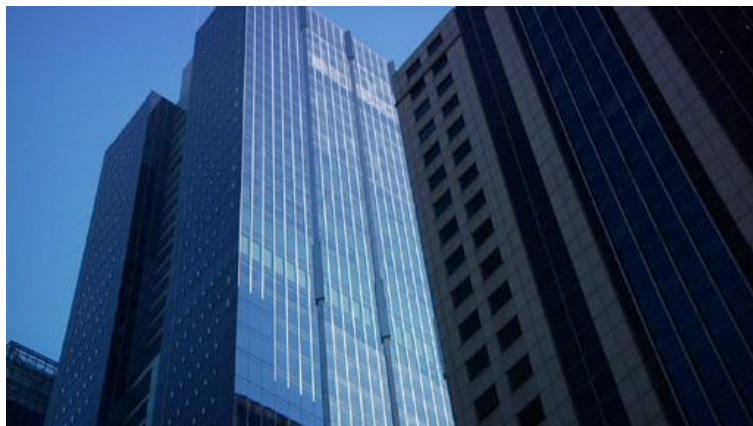
GROH™ inspires sustainable organizational change by helping people and organizations rethink, rewrite and reinvent the stories that define their value and values. GROH offers strategic consulting, knowledge sharing tools, films, digital content library media solutions and live learning training tools.

GROH™ Live Learning Facilitated™ services are designed to introduce and implement sustainable change in high performing organizations. GROH emphasizes approaches and solutions that engage every single individual in an organization. We make developing and keeping talent central to success in the new relationship economy.

GROH™ Reset & Re-Imagine™ the Future Change, Leadership Digital Content Series introduces, customizes and implements the new management skills every leader must master in this rapidly changing world. Discover twenty-two new digital media films focused on unique new perspectives and organizational tools all blended with inspirational original music.

Inspiring change means inspiring people.

Master your fears.
Subsume your ego.
Surrender Control
Go to the edge.
Get uncomfortable.
Share what you know.



RESET & RE-IMAGINE™ the Future—Film and Leadership Series

Re-imagining—Leadership Business and Organizations

Restoring—Ourselves.

A twenty-two part original series developed by GROH™, has been a work in progress and of constant change. This series identifies and will help your organization transform from “the way it has always been” to understanding the need for companies to enlist and evoke constant change, and to design new kinds of cultures of learning to ensure that every individual in the organization becomes a part of the vision and change in order to remain successful and competitive. Developing talent and keeping talent is a central theme.

The series includes:

New Releases: January 2011

The Age of Leadership™

With John Seely Brown, Steve Denning,
Katalina Groh and Larry Prusak

Learn to Unlearn the Past.

Master Radically New Management Skills

(Filmed in Malaysia, India, Nepal, China, Bangladesh,
Indonesia, United Kingdom, United States, Africa, and
Germany)



We All Win: Fanagalo™

**Business Lessons from the African Bush:
Customer Service of Authenticity**

(Filmed in South Africa, with Real People/Real Stories™)



We All Win: Fanagalo™

**Business Lessons from the African Bush:
Coaching and Mentoring – Developing Talent
Every Day**

(Filmed in South Africa with Real People/Real Stories™)



Coming Soon:

Everything Is Connected™

With Abe Thompson

Accountability: Leading Deep Change with Personal Responsibility (and Joy)

A Four Part Series on Communication, Diversity, Training New Managers, Customer Service
(Filmed in Michigan, Indiana and Illinois)

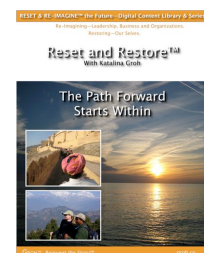


Reset and Restore™

With Katalina Groh

The Path Forward Starts Within

(Filmed in India, Nepal, China, South Africa, Michigan, Illinois, California)



The Power of Pull™

With Rebel Thought Leader™ John Seely Brown

How Small Moves Smartly Made Can Set Big Things In Motion

(Filmed in California, Florida, Illinois, Michigan)



The Secret Language of Leadership™

With Rebel Thought Leader™ Steve Denning

How Leaders Inspire Action Through Narrative

(Filmed in Oxford United Kingdom, Illinois, Washington DC)

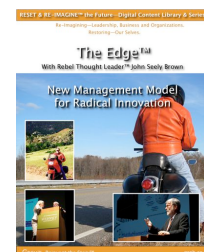


The Edge™

With Rebel Thought Leader™ John Seely Brown

New Management Model for Radical Innovation

(Filmed in Los Angeles, Chicago, Michigan, Florida and Hawaii)



Practicing Possibility™

With Real People Real Stories™

The Language of Authenticity and Change

(Filmed in Toronto Canada with)



Just Listen™

With Rebel Thought Leader™ Dr. Mark Goulston

Persuasion: How to get Through to Absolutely Anyone

(Filmed in Chicago and Los Angeles)

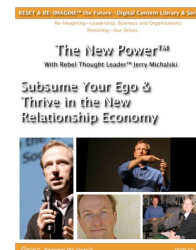


The New Power™

Rebel Thought Leader™ Jerry Michalski

Surrender Control & Thrive in the New Relationship Economy

(Filmed in Chicago and Los Angeles)

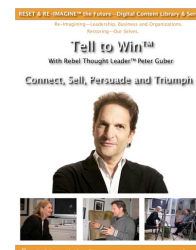


Tell to Win™

With Rebel Thought Leader™ Peter Guber

Connect, Sell, Persuade and Triumph with the Hidden Power of Story

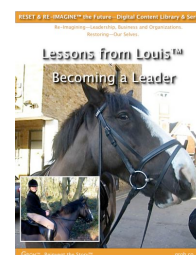
(Filmed in Los Angeles)



Lessons from Louis™

Becoming a New Leader

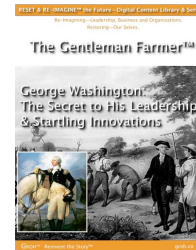
(Filmed in the United Kingdom)



The Gentlemen Farmer™

The Secret—to George Washington's Leadership & Startling Innovations

(Filmed in Virginia)



Rebel Thought Leaders™

(Filmed in the United Kingdom and United States)



See What You Want to See™

Celebrate What's Possible in Every Moment

(Film series Filmed in India and Nepal Himalayas)

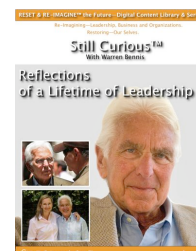


Still Curious™

With Warren Bennis

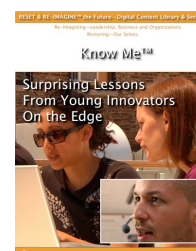
Reflections on Becoming a Leader

(Filmed in Los Angeles)



Know Me™

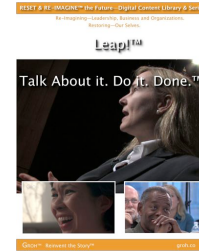
Surprising Lessons From Young Innovators on the Edge



Leap!™

With Katalina Groh

Talk About it. Do it. Done.™



The Choice™

Personal Leadership and Deep Change
Transform Yourself First.
Transform Your World.

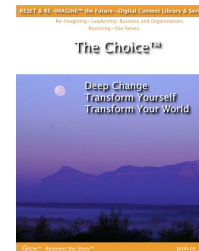


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We All Win: Fanagalo™ Training Program

This program was designed to educate and engage an audience and/or organization on the benefits of what is termed “transformational customer service”. This is not a standard training video program in that our desire is to enlighten as well as promote a new way of thinking.

Through the use of our training materials and openness to look at how diversity and a reinvented vision of service can be critical for organizational success, it is our hope to aid you on your journey to provide an exceptional level of service. Now is a time to honor our past experiences in providing service but more importantly—to unlearn what we already know which might actually hold us back while creating a new vision of service excellence.

WE ALL WIN™—Customer Service with Authenticity provides techniques that service professionals can immediately apply to set themselves apart from their competition.

Based in a foundation of diversity awareness and rich diversity’s surprising power of connection, this program guides the participant through a learning and thinking process of exceeding customer expectations. The program provides tips on how to connect with everyone individually so that we are able to channel together in one voice – one mission of true customer service with a common goal to provide the best possible and most authentic experience. In order to accomplish this task every individual must understand and value the importance and vision of service excellence and take ownership.

Through anticipating needs and expectations we develop a new language of possibility and connection where we are able to exceed customer expectations and take things to a whole new service excellence level in the eyes of the customer.

This process will not succeed in the hands of just one individual. It is developed through a bond of familiarity, comfort and sincerity for an organization wide culture of service excellence. In creating this culture a striking balance of knowledge and communication is key. It is through the development of this culture, then surpassing expectations and creating that unforgettable experience that we develop an environment of understanding where we stop pushing our message, product or service and instead allow for the authentic and personal experiences to happen.

Your Thought Leaders

This program contains thoughts and wisdom from some of the 21st century's most profound thought leaders.

Katalina Groh, Founder and Publisher, GROH™ author and speaker

GROH™ designs innovative media and technology solutions to implement sustainable change by helping organizations reinvent their story and strategy using films, live training and new technology platforms for knowledge sharing. For fifteen years GROH has filmed research of best practices at many of the world's most innovative organizations most of which is now available for use in the Digital Content Library. GROH Live Learning Facilitation™ is a blended solution including consulting, training, certification, IT solutions, strategy and communication tools. The customized solutions are designed to create change models for management whether an organization is looking to improve upon competencies to global organizations focused on leading radical deep change and keeping talent.

GROH™ launched a new internet leadership and change channel GROHTV™ in 2010.

GROHTV™ brings together the most sought after thought leaders and dynamic real customers to help co-create a broad knowledge base of storytelling and knowledge sharing best practices.

GROH Live Learning Consulting Services™ works with Fortune 500 organizations, government agencies and global non profits alike to design media-based knowledge sharing and leadership software solutions.



Martin Addison, CEO of Video Arts

Video Arts is renowned for entertaining media rich content which delivers engaging and memorable training messages. It has delivered e-learning and video content to customers in over 50 countries across the corporate, government and not-for-profit sectors since 1972.

With over 20 years of experience, he is a key figure in the learning industry, responsible for developing leading-edge learning technology solutions.



We All Win: Fanagalo™ Training Package

You have purchased this training package from GROH™ to present a training session in your organization. The contents of this package include:

- **The Age of Leadership™ DVD or Digital Media File or Stream:** You will want to review the DVD several times to internalize the key learning points so you can provide a valuable training experience.
- **Facilitator Materials:** Materials have been designed to help you facilitate either a one-hour or three-hour training session. Feel free to modify these materials to meet the specific needs of your audience.
- **Participant Materials:** To aid your participants, handouts have been created for activities. You may wish to develop additional participant materials based on your final session design.
- **Session PowerPoint:** We have created two session PowerPoint files that can be used in either your one-hour or three-hour session.

Please feel free to modify this training material to provide a training experience that makes the most sense for your audience.

The key to a successful session is helping your audience connect the learning points to their leadership, communication, innovation and strategy challenges. We hope we have provided a valuable tool to aid your leaders in their leadership journey.



Reproduction of Materials

Like you, we value our business. We would appreciate your cooperation in following our procedures for reproducing/copying materials included within this package.






Please do not make copies of, rent or sell any of the following package materials:

- ❖ DVD
- ❖ Facilitator's Guide
- ❖ PowerPoint

Feel free to copy any part of the participant materials for use in your session.

ICON Description

The icons noted below will assist you in your training process. You will see them in the Facilitator Notes section of this guide.

	Speak	This is information you should tell or say to your participants.
	Discuss	This indicates the need to facilitate group discussion.
	DVD	This indicates the playing of the DVD, The New Age of Leadership.
	Flip Chart	This indicates the use of a flip chart to capture key thoughts.
	PowerPoint	This indicates reference to a PowerPoint slide.

Preparing for Your Training Session

Your Role as Facilitator

The role of facilitator is critical in the success of this training initiative. While the standard role of content sharing is still important, a second, and maybe even more essential role also exists. This second role calls for you as a facilitator to facilitate a whole new way of thinking and learning. Learning through stories, learning through sharing and learning through looking to the future and discussing possibilities. As a facilitator, you should review all package materials; view the DVD/Digital Media File/Media Stream several times—making sure to take notes to help your own comprehension and application so as to provide the needed leadership required to make the most of this session for your audience.

Tips for Successful Session Preparation

Meeting Preparation

- ☐ Training Invitation (example pg. 34). Be sure to provide adequate time for participants to schedule your training session into their busy schedules.
- ☐ Review Session Materials. We have provided materials for either a 1-hour or 3-hour training session. Review and modify the materials to meet the specific needs of your audience and/or organization.
- ☐ Reproduce Participant Materials: Reproduce the appropriate number of participant training materials for your session.
- ☐ Review PowerPoint: Two PowerPoint files, one for a 1-hour session and one for a 3-hour session have been developed for your use.

Location

- ☐ Provide a relaxed environment conducive to learning.
- ☐ Provide appropriate seating for viewing of DVD/Digital Media File/Media Stream, group discussions and taking of notes.

DVD Equipment

- ☐ Check DVD playback to ensure proper operation.
- ☐ Have a backup plan. Be prepared in case something goes wrong.
- ☐ Acoustics. Viewing the DVD includes providing good acoustics for hearing the audio. Be sure to use appropriate speakers to ensure a full viewing experience.

Tips for Adult Learning Transfer & Knowledge Sharing Starters

- Adults learn when they feel they need to learn. Take time prior to your session to identify learning connections that you can share with your audience.
- Adults learn by doing. As much as possible, give your audience an opportunity to participate in your session. Our program materials allow participants to take the lead in several discussion areas.
- Adults learn by solving realistic problems/challenges. If time allows, identify specific organizational issues where participants can apply what they are learning to daily issues.
- Adults learn in an informal environment. Balance the need to guide your session with a relaxed learning environment.
- Adults learn by different training methods. These materials have been designed to appeal to auditory, visual and kinesthetic learners.



Agenda Suggestions

This program has been designed to be used in a variety of methods;

- One Hour Overview – full DVD play-through and debrief.
- Three Hour Training Session–Seminar with facilitator guidance.
- Organizational Management Mind–Shift through Extensive External Consultation. (See pg. 39 for information on how GROH™ Consulting can partner with your organization.)

The following agenda options are available for your use. Feel free to modify to meet the specific needs of your audience.

One Hour Overview

00:00–00:10	Session Introduction and Discussion of Service Challenges
00:10–00:30	Introduce and Show DVD
00:30–00:40	Key Point Review
00:40–00:55	Application Exercise
00:55–01:00	Final Comments, Evaluation, Adjourn

Three Hour Training Session

00:00–00:10	Session Introduction
00:10–00:25	Introduction and Discussion of Greatest Service Challenges
00:25–00:40	Activity–Drivers for a New Way of Serving
00:40–01:10	Introduce and Show DVD
01:10–01:20	Video Debrief–General
01:20–01:30	Break
01:30–01:40	Key Concepts–Learning Group Discussion
01:40–02:00	Key Concepts–Group Presentations
02:00–02:20	Application Activity–Future Service Professional Skill Set
02:20–02:40	Application Activity: Going Deeper / Creating Customer Relationships that Are More than Superficial
02:40–02:50	Personal Action Plan
02:50–03:00	Final Comments, Evaluation, Adjourn





Facilitating Your Training Session






The following materials will be required for your one or three hour session:

- DVD, Licensed Digital File or Streaming
- Participant materials
- Facilitator Notes
- Name Tags/Tents
- Writing Instruments
- Appropriate Audio/Visual Equipment
- Post-it-Notes (three hour session only)







Conducting Your One Hour Training Session


00:00–00:10	Session Introduction and Discussion of Service Challenges
<div data-bbox="240 262 344 338"></div> <div data-bbox="253 363 344 447"></div> <div data-bbox="253 638 344 722"></div> <div data-bbox="240 959 344 1035"></div>	<p>SHOW: PowerPoint 1 as participants arrive.</p> <p>SHARE: Welcome participants to your training session. Share appropriate background on the materials and how they relate to your organization and the participants responsibilities. If appropriate, consider tying the topic back to your organizations vision, mission or strategic goals as they relate to service.</p> <p>SAY: Today we're going to take a few minutes to discuss what we are calling "transformational and authentic customer service". I'm sure you will all agree that the service we have provided in the past just won't suffice for today, let alone the future.</p> <p>We've only got a short amount of time today so we're going to jump right into the content we want to review.</p> <p>SHOW: PowerPoint 3 and 4</p> <p>Today We Want to Discuss:</p> <ul style="list-style-type: none"> • How we ensure people all contribute equally to exceptional service through a shared vision and desire to be the best. • The importance of understanding guest expectations through communication that clarifies understanding with all parties. • Providing a service experience so authentic, aware and respectful that customers leave sharing with others by word-of-mouth—true stories of their own about their unique experience. • The importance of evaluating and constantly looking for new and surprising ways to change and develop our service deliverables. • How to stop pushing and instead letting the relationship happen and the story develop. • What it means to truly "delight" every customer and—how the whole team contributes to every customer experience.

	<p>Ultimately, as a result of this session we will, as a group, have a clear understanding of transformational customer service with authenticity and a shared new collaborative work practice which gives us new tools we need to thrive in these times of constant change. This includes how diversity can actually blend all voices and every team member, in an effort to provide one service.</p>
 	<p>SHOW: PowerPoint 5</p> <p>SAY: In your invitation to this session I asked you to consider some of the challenges you are facing with regards to customer service within our organization. Let's capture some of them.</p>
 	<p>FACILITATION NOTE: Capture challenges and their thoughts on a flip chart. Aim to collect 5-8 major challenges.</p> <p>SHARE: As participants share their challenges, seek out opportunities to connect their challenges with the content in the DVD/Digital File or Stream they are about to view.</p> <p>SAY: Thanks for sharing your challenges. My hope is that by watching the DVD/Digital File or Stream we are about to see we can gain some insight into how to deal with some of these issues which challenge us and create a powerful new context for change in which every individual can not only thrive and uniquely contribute but also create value and impact for the organization.</p>

RESET & RE-IMAGINE™ the Future Series





00:30–00:40	Key Point Review
	<p>ASK: What were some of the key concepts that resonated with you in watching the DVD.</p> <p>(Allow responses)</p> <p>FACILITATION NOTE: Make sure participants cover as many of the key concepts from the video as time allows:</p> <p>How we ensure people contribute equally to exceptional service through a shared vision and desire to be the best.</p> <p>The importance of understanding guest expectations through communication that clarifies understanding with all parties.</p> <p>Providing an experience so unique that customers are inspired and want to do develop deeper relationships.</p> <p>The importance of evaluating and constantly looking for ways to change and develop our service deliverables.</p> <p>How to stop pushing and instead letting the relationship happen and the story develop.</p> <p>How to creating an experience so unique and authentic that the customer leaves talking about how positive the service or experience felt.</p> <p>How to communicate this level of commitment to creating authentic connections everyday.</p>






00:40–00:55	Application Exercise
  	<p>SAY: The most important part of any training is not what we do here but what we do when we leave. With that in mind, what I would like to do is have you work with me to take some of the key concepts we just learned and apply them to the challenges we talked about before watching the video.</p> <p>SHARE: Have participants review the flip chart pages where their top challenges were captured.</p> <p>Place four flip charts at different locations in your training location. Your four flip charts should each have a content point as a title on it. A few of the points you may wish to select as primary topics are listed below. Choose four that you believe are important to your organization:</p> <ul style="list-style-type: none"> How do we ensure people contribute equally How do we create a single voice to speak to the customer Giving the customer the unexpected Providing an experience so unique they are inspired Affect every customer personally Create viral storytellers Stop the PUSH, don't force your story <p>Split participants into groups of four and assign each group to one of the flip charts. Allow the group 3–5 minutes to capture as many thoughts on the flip chart in relation to how what they learned about the content point could help meet current challenges.</p> <p>After 3–5 minutes, have each group share their thoughts with the whole group. Share your own thoughts and ideas as the groups share theirs.</p>




00:55–01:00	Final Comments, Evaluation, Adjourn
	<p>SAY: Thanks for taking time today to look at a new way of being as it relates to our organization and your own authentic customer service journey.</p> <p>It is my hope that you can take at least three ideas away from today that you can implement immediately. Providing a level of service where we have a relationship with our customer that inspires both them and ourselves is a critical component of business success in the future.</p> <p>REMEMBER: When we all learn together, we rise above our fears and WE ALL WIN.</p> <p>FACILITATION NOTE: If desired, you can ask participants to complete the session evaluation supplied.</p>









Conducting Your Three Hour Training




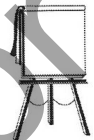

00:00–00:10	Session Introduction
   	<p>SHOW: PowerPoint 1 as participants arrive.</p> <p>SHARE: Welcome participants to your training session. Share appropriate background on the materials and how they relate to your organization and the participants. If appropriate, consider tying the topic back to your organizations vision, mission or strategic goals as it relates to providing exceptional service.</p> <p>SAY: Today we're going to take a few hours to go deep into the topic of providing exceptional service. I'm sure you will all agree that the needs and expectations of our customers have changed and with that comes our need to change how we do things. What we have done in the past just won't suffice for the future.</p> <p>SHOW: PowerPoint slides 3 and 4</p> <p>Today we want to discuss</p> <ul style="list-style-type: none"> • How we ensure people all contribute equally to exceptional service through a shared vision and desire to be the best. • The importance of understanding guest expectations through communication that clarifies understanding with all parties. • Providing a service experience so authentic, aware and respectful that customers leave sharing with others by word-of-mouth – true stories of their own about their unique experience. • The importance of evaluating and constantly looking for new and surprising ways to change and develop our service deliverables. • How to stop pushing and instead letting the customer relationship happen and the story develop. • What it means to truly “delight” every customer and – how the whole team contributes to every customer experience.



	<p>Ultimately, as a result of this session we will, as a group, have a clear understanding of transformational customer service with authenticity and a shared new collaborative work practice which gives us new tools we need to thrive in these times of constant change. This includes how diversity can actually blend all voices and every team members, in an effort to provide one service message which consistently remains focused on creating a deeper and richer customer experience. The more diverse a group or team, the richer the message of service can be if diversity is seen as a richness of voices and contribution – everyone contributes with their unique voice, talent and smile. The goal is creating unique customer delight every single time.</p>
00:10-00:20	<p>Introductions and Discussion of Greatest Service Challenges</p>
   	<p>SAY: In your invitation to this session I asked you to consider some of the customer service challenges you are facing. Let's capture some of them as we introduce ourselves to each other.</p> <p>FACILITATION NOTE: Ask participants to introduce themselves. You might ask them to share their name, role and how long they have been with the organization. Additionally, as you go around the room, ask each of them to share their greatest service challenge. (PowerPoint 5)</p> <p>Be sure to capture greatest challenges on a flip chart page for future reference.</p> <p>SHARE: As participants share their challenges, seek out opportunities to connect their challenges with the content from this program.</p> <p>SAY: Thanks for sharing your challenges. My hope is that through our discussions today, watching the DVD/Digital Media File or Media Stream and looking at what each of us can personally do we can gain some insight into how to deal with some of these issues which challenge us and create powerful new context for a change in which every individual can not only thrive and uniquely contribute but also create value and impact for the organization.</p>


00:20–00:40	Activity Drivers for a New Way of Serving Our Customers
  	<p>SHOW: PowerPoint 6</p> <p>SAY: Serving customers today is very different from service in the past. And serving customers tomorrow will be different from today. Let's take a moment to look closer at what is calling for a new way of serving—specific to you and our organization.</p> <p>FACILITATORS NOTE: Separate your participants into three groups. Assign each one of the groups one specific area to discuss as it relates to a new way of serving differently than in the past.</p> <p>Group 1: Have group one discuss what is happening in the WORLD that calls for a change in how we service customers.</p> <p>Group 2: Have group two discuss what is happening with the INDUSTRY you are in that calls for a change in how we service our customers.</p> <p>Group 3: Have group three discuss what is happening with our CUSTOMERS that calls for a change in how we provide service.</p> <p>Allow groups to discuss their respective areas for 5–7 minutes. You may wish to provide flip chart pages for their use in capturing thoughts. After 5–7 minutes have the groups share their thoughts with the rest of the participants.</p>

<div data-bbox="201 153 402 186" data-label="Text">00:40–01:10</div> <div data-bbox="256 222 350 306" data-label="Image"> </div> <div data-bbox="253 789 354 863" data-label="Image"> </div> <div data-bbox="228 877 378 968" data-label="Image"> </div> <div data-bbox="248 1686 357 1793" data-label="Image"> </div>	<div data-bbox="435 153 818 186" data-label="Section-Header">Introduce and Show DVD</div> <p>SAY: Now that we've identified some of the reasons why we need to change the way we provide service to our customers, let's watch the DVD/Digital Media File or Media Stream that we are basing our program on today. The DVD will introduce you to several ways to provide exceptional service in a constantly changing world.</p> <p>In order to get the most out of the DVD/Digital Media File or Media Stream what I would like to do is assign each of you to a group. The groups will pay particular attention to a specific portion of the DVD/Digital Media File or Media Stream and will present their thoughts to the rest of the group after discussing their collective thoughts.</p> <p>SHOW: PowerPoint 7</p> <p>Have participants number off 1 through 4 to form four groups. Assign the following key concepts to the respective groups:</p> <p>Group One – How do we ensure people contribute equally when it comes to service</p> <p>Group Two – Understanding guest expectations</p> <p>Group Three – Providing an experience so unique that customers are inspired</p> <p>Group Four – Stop the PUSH, don't force your story</p> <p>FACILITATION NOTE: Instruct participants to watch and keep track of key points throughout the entire program but with special emphasis on their area. They will get together with others in their group after the DVD/Digital Media File or Media Stream is finished to review their collective thoughts on the respective areas and prepare to share them with the rest of the group.</p> <p>SHOW: DVD/Digital Media File or Media Stream</p>
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01:10–01:20	Digital Media Debrief–General
 	<p>ASK: What were some of the key ideas that resonated with you in watching the DVD.</p> <p>(Allow responses)</p> <p>FACILITATION NOTE: Since participants will be discussing the major content areas in more detail you will want to keep this discussion high level.</p> <p>SAY: Thanks for sharing. When we return from break your groups will have an opportunity to get together and prepare a presentation for the rest of the group on your area of emphasis.</p>
01:20–01:30	Break
01:30–01:45	Key Concepts / Learning Points Group Discussion
   	<p>SAY: Thanks for coming back from break on time. As we get into the next part of our session I'm going to turn it over to you. We all know that we learn best when we teach others so I'm going to ask your groups to teach the rest of the group about your respective key concepts and learning points.</p> <p>SHOW: PowerPoint 8</p> <p>What I would like you to do is get into your groups and share your notes from the DVD with your colleagues. As a group, I would like you to be able to share with the rest of the group the following information:</p> <ol style="list-style-type: none"> 1. Key elements of your concept. 2. Your thoughts on how the concept relates to your service challenges. (Refer to flip chart(s) of challenges developed during introductions.) 3. A specific organizational/team situation where you think you could utilize the concept. <p>FACILITATION NOTE: You may wish to provide participants with a blank flip chart page and marker for them to capture their information and ease of sharing.</p> <p>Allow groups 10–12 minutes to discuss and note their thoughts.</p>

1:45–02:15	Key Concepts and Group Presentations
	<p>SAY: I appreciate you taking this seriously and pulling together your thoughts and ideas.</p> <p>FACILITATION NOTE: Ask each group to present their thoughts and ideas. As they do, do your best to connect the content to their daily lives and responsibilities.</p>
2:15–02:35	Activity–Future Service Professionals Skill Set
   	<p>SHOW: PowerPoint 9</p> <p>SAY: One of the ideas brought up in the DVD alluded to the need for service providers to develop new skills. We've spent a large share of our program looking at the change we are encountering in the service arena. What I would like to do now is give you an opportunity to consider what you think all service providers of tomorrow need for a more current, effective and viral skill set.</p> <p>FACILITATION NOTE: Give each participant three post-it-notes.</p> <p>SHARE: Have individuals write one skill set that future service providers need to develop on each post it note. When done, they should bring them to you. Place each note on a wall or flip chart page and group them according to common themes. When all themes have been identified create a master list of the skills the group believe are critical for the future. Try to limit the skills to no more than ten.</p> <p>Have participants enter the top skills in the Customer Service Skill Assessment (pg. 36).</p> <p>SAY: Now that we have identified the skills we believe are critical, I'd like to have you assess yourselves in relation to each.</p> <p>FACILITATION NOTE: Have participants complete the assessment. Debrief as time allows by asking participants to share what areas they think they already do well and if they are willing, what areas they need to improve.</p>

	<ul style="list-style-type: none"> • Follow Through and Do What You Say You're Going to Do Comment: Nothing destroys a relationship, especially a customer relationship, more than not following through on promises. Too often we go into situations with the best intentions but run into difficulty in following through. In these situations it is critically important that you reach out and communicate what is happening with your customer. If you've done a good job of developing your relationship with them they will work with you to restructure expectations. • Exceed Expectations–Do a Little Extra Comment: Sometimes the big starts with something small. As we look to developing exceptional customer relations in the future we need to understand that provide exceptional service starts with a foundation of good service that is built on and improved each and every day. Every day, in each customer interaction we should be looking to do a little something extra. Over time, these little extras will add up to an exceptional service experience. <p>ASK: In looking at these three elements for developing exceptional customer relationships, which do you think we do well as an organization and which do you think we could improve?</p>
2:45–02:55	Personal Action Plan
	<p>SHARE: Refer participants to the Personal Action Plan (pg. 35)</p> <p>SAY: The most important part of any training session is not the time spent in the classroom but what you do with the information when you leave. With that in mind, I want to give you a few minutes to consider what we've talked about today and what you might be able to do differently as you leave.</p> <p>FACILITATION NOTE: Allow participants 5 minutes to complete the Personal Action Plan. If time allows, have participants get together with one or two other individuals and share their thoughts.</p>

02:55–03:00	Final Comments, Evaluation, Adjourn
	<p>SAY: Thanks for taking time today to look at how we as an organization and you individually can improve the way we provide service to our customers.</p> <p>It is my hope that you can take at least three ideas away from today that you can implement immediately. Taking the service we provide as an organization to another level isn't something that we can change overnight—but we can work to change our mindset which will ultimately lead into the behaviors that will elevate our service level.</p> <p>FACILITATION NOTE: If desired, you can ask participants to complete the session evaluation supplied.</p>



We All Win: Fanagalo™ **One Hour PowerPoint**

RESET & RE-IMAGINE™ the Future—Digital Content Library & Series

Re-Imagining—Leadership, Business and Organizations.
Restoring—Ourselves.

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Business Lessons From the African Bush

Customer Service with Authenticity (Film 1 of 2)



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Customer Service with Authenticity

It's Time. Hit the Reset Button.

Re-Imagine:
Leadership
Business
Organizations

Restore:
Ourselves

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*We All Win: Fanagalo™**Customer Service with Authenticity*

Discussion Points

- How we ensure people all contribute equally to exceptional service through a shared vision and desire to be the best.
- The importance of understanding guest expectations through communication that clarifies understanding with all parties.
- Providing a service experience so authentic, aware and respectful that customers leave sharing with others by word-of-mouth – true stories of their own about their unique experience.

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*We All Win: Fanagalo™**Customer Service with Authenticity*

Discussion Points

- The importance of evaluating and constantly looking for new and surprising ways to change and develop our service deliverables.
- How to stop pushing and instead letting the customer relationship happen and the story develop.
- What it means to truly “delight” every customer and how the whole team contributes to every customer experience.

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Customer Service with Authenticity

What are your greatest challenges in providing exceptional service?



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Customer Service with Authenticity

Key Points

- The importance of sharing real and true information as a powerful and critical tool of service.
- Constantly looking for ways to change and develop what we are providing customers.
- The power in truth, in being authentic and understanding the real needs and desires of our customers.
- How customer relationship are changing in every industry and every country—why is authenticity critical to connecting?

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Customer Service with Authenticity

Key Points

- How a shared desire and daily call to action to be the best—individually and company-wide can drive real change.
- Why we must be 1000% devoted to the mission of creating a positive experience— and how we accomplish it.
- Developing our own personal experiences and personal story as it relates to service.
- Creating an experience so unique and authentic that the customer leaves sharing a positive viral story about it and you.

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We All Win: Fanagalo™ **Three Hour PowerPoint**

RESET & RE-IMAGINE™ the Future—Digital Content Library & Series

Re-Imagining—Leadership, Business and Organizations.
Restoring—Ourselves.

We All Win: Fanagalo™

Business Lessons From the African Bush

Customer Service with Authenticity (Film 1 of 2)



We All Win: Fanagalo™

Customer Service with Authenticity

**It's Time.
Hit the Reset Button.**

Re-Imagine:
Leadership
Business
Organizations

Restore:
Ourselves

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*We All Win: Fanagalo™**Customer Service with Authenticity*

Discussion Points

- How we ensure people all contribute equally to exceptional service through a shared vision and desire to be the best.
- The importance of understanding guest expectations through communication that clarifies understanding with all parties.
- Providing a service experience so authentic, aware and respectful that customers leave sharing with others by word-of-mouth — true stories of their own about their unique experience.

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*We All Win: Fanagalo™**Customer Service with Authenticity*

Discussion Points

- The importance of evaluating and constantly looking for new and surprising ways to change and develop our service deliverables.
- How to stop pushing and instead, let the customer relationship happen and the story develop.
- What it means to truly “delight” every customer and how the whole team contributes to every customer experience.

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Customer Service with Authenticity

What are your greatest challenges in providing exceptional service?



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Customer Service with Authenticity

Service Drivers

- World
- Industry
- Customers



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Digital Media Focus Areas

- Group One – How do we ensure people contribute equally when it comes to service?
- Group Two – Understanding guest expectations.
- Group Three – Providing an experience so unique that customers are inspired.
- Group Four – Stop the PUSH, don't force your story.

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Focus Area Discussion

- Key elements of your concept.
- Your thoughts on how the concept relates to your service challenges.
- A specific organizational/team situation where you think you could utilize the concept.

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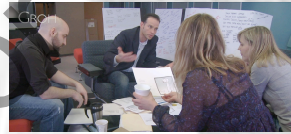
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Future Service Professional Skill Set

- Identify three skills of the future service professional.
- Fill in your assessment.
- Rate yourself in relation to the skills.
- Identify improvement areas.



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Customer Service with Authenticity

Going Deeper With Customer Relationships

- Connect with the Customer.
- Follow Through and Do What You Say You Are Going to Do.
- Exceed Expectations—Do a Little Extra.

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Invitation Memo to Participants

This memo can be sent to your participants approximately two weeks prior to your training session. Modify the memo to fit your specific needs.
(Today's Date)

TO: (Participant's Name)
FROM: (Trainer's name)
SUBJECT: *We All Win: Fanagalo™*– Training Session

An integral part of your job at (Company) is to understand and meet the changing needs and expectations of our customers. Excellent service can be the difference between mediocre organizational performance and overwhelming success. We have designed a training session to help us create an enhance perspective on how we provide service in our organization.

On (Session Date), we will be holding a training session to explore service expectations of the future and give you an opportunity to share your personal experiences. The goal of our program is to increase awareness of new service expectations and how we can best meet them.

During the session you will learn:

How we ensure people contribute equally to exceptional service through a shared vision and desire to be the best.

- The importance of understanding guest expectations through communication that clarifies understanding with all parties.
- Providing an experience so unique that customers are inspired and want to do develop deeper relationships.
- The importance of evaluating and constantly looking for ways to change and develop our service deliverables.
- How to stop pushing and instead letting the customer relationship happen and the story develop.

Please mark your calendar now so that you can attend this important training session. If you are unable to attend, please contact me at (Number).

In preparation for the session, think about and be ready to answer the question: What are your greatest customer service challenges?

I look forward to seeing you on (Session Date).

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Personal Action Plan

Look back at what we've covered today, and consider what you've learned and want to do as a result of our workshop.

List three things you will keep doing, three things you will stop doing and three things you will start doing.

Keep Doing	Stop Doing	Start Doing

Skill Assessment

Instructions: Once the themes for what your group feels are the skills for future service professionals are determined, fill in the blanks below. After filling in the blanks with the skills identified, consider the skill and your current competence level. Rate yourself on a scale of 1 to 5:

1	I don't have this skill.
2	I can do this but not very good.
3	I consider myself average in this skill.
4	I do this better than average.
5	I do this very well.

Skill	Current Competence Level				
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5

What are three skills that you believe you should consider improving?

- 1.
- 2.
- 3.

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Participant Evaluation

Please take a moment to respond to the following questions. Your honest responses are of great value. They let us know what we are doing right and where we can make improvements. Please fill in the box that most closely reflects your reaction.

		Poor	Fair	Good	Excellent
Date: _____					
Presenter(s):					
1.	Overall, how would you rate the program? Comments:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Overall how would you rate the presenter(s)? Comments:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	How would you rate the relevance of this program to your job? Comments:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	How would you rate the presenters' knowledge of the subject? Comments:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	How would you rate the presenter's ability to involve the class and encourage participation? Comments:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We All Win: Fanagalo™**Participant Evaluation**

Which part of the presentation did you feel was most helpful?

What improvements would you suggest?

~Thank you for your help!~

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