



Dennis Snow Program

Leading a Culture of Service Excellence

Note: This program is a natural follow-up to *Delivering World-Class Customer Service* or can be delivered as a standalone program.

In today's competitive market, developing a service excellence strategy is an important part of any leader's role. Beyond developing the strategy, however, there is the challenge of executing the plan. It's in the execution that service excellence strategies become a reality or simply another "flavor-of-the-month" program. Employees watch to see how committed the organization truly is to customer service and take their cues directly from their leaders. In order to effectively implement an organization-wide service excellence strategy, today's leaders must rely on the skills of a facilitator and idea champion and must walk the talk of service excellence.

Based on the leadership principles Dennis learned, lived, and taught during his 20-years with Walt Disney World, this presentation highlights specific leadership behaviors that bring a service strategy to life and describes how to "hardwire" service excellence into an organization's culture.

Participants will learn:

- The behaviors that will define your organization's service culture.
- Hiring processes that ensure that service-oriented individuals are recruited and selected for employment.
- New-hire and ongoing training practices that reinforce your organization's service culture.
- Effective communications strategies that keep employees focused on the customer experience.
- Techniques for involving employees in the forward movement of the organization and empowering customer-focused decision making.
- Accountability processes that ensure that service excellence is non-negotiable.