



# THE CUSTOMER Experience

**Values-Based, Custom, Interactive Team Training**

## WORKSHOP SESSION DESCRIPTIONS

**This workshop equips every person on the team—not just those front-line positions—with the skills to create meaningful experiences for those you serve & influence.**

**Select a full-day or half-day event, or pick & choose for Lunch & Learns or Keynotes.**

### The 5 Cs of Customer Service

Anyone who comes in contact with a customer is providing customer service. In this engaging, interactive session, participants will discover practical ways to strengthen communication, build connections, and create positive experiences for both the people they serve and the coworkers alongside them.

Some organizations use *customer*, while others use *member* or *client*. Each session is customized to reflect your organization's terminology, culture, and unique needs.

### Behind the Scenes of Communication

Communication is about much more than the words we say. Through laughter, relatable examples, and memorable aha moments, participants will discover how tone, word choice, delivery, and unspoken messages impact conversations —and learn practical ways to turn everyday interactions into opportunities for connection.

### Visual Communication

Have you ever seen communication? This highly interactive, hands-on experience brings communication to life through an engaging experiment that reveals how messages get misunderstood, assumptions take over, and communication breaks down. Participants will leave with practical strategies for communicating with greater clarity, confidence, and connection.

### FOCUS: Winning Over Difficult Customers & Coworkers

Difficult interactions don't have to feel like an emotional boxing match! In this high-energy, practical session, participants will learn the FOCUS framework and real-life strategies for staying calm under pressure, diffusing tension, and communicating confidently with challenging customers and coworkers. Outcome: Turn conflict into connection, strengthen relationships, and build loyalty.

### CAPSTONE: The Customer Journey Map

Take learning from theory to practice! Working in small groups, participants will apply their training to real-life workplace challenges, identify communication breakdowns, and develop actionable solutions. The result? Stronger alignment, healthier relationships, and meaningful improvements that can create lasting organizational change.

***Additional sessions available, including sessions from John Maxwell training programs.***

JOHN MAXWELL Team CERTIFIED MEMBER

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