

# Alignment & The 3 C's



# The 3 C's...

1. **Customer Experience**
2. **Culture**
3. **Change**

# CUSTOMER EXPERIENCE

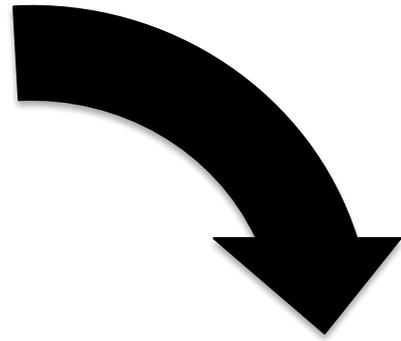


**Have you ever been**  
**Wowed!**  
**by a business?**

**I have...**



**WOW!**



**WQM**

**Customer Experience  
adds value.**



Commodity...  
a \$0.02 - \$0.03 value

Processing adds value &  
it becomes a good...  
a \$0.10 value





Pour it in a cup & it becomes  
a service...  
a \$0.50 - \$1.00 value

Wrap an experience around it  
and you can charge \$4.00 - \$5.00!





**Customer experience is not  
“customer service.”**

**Customer Service is  
*reactionary.***

**Customer Experience is  
*proactive.***

CULTURE

The word "CULTURE" is displayed in a bold, sans-serif font. Each letter is a different color: 'C' is orange, 'U' is maroon, 'L' is red, 'T' is black, 'U' is yellow, 'R' is maroon, and 'E' is orange. Below each letter, a hand is visible, holding it from underneath. The hands are of various skin tones and are positioned at the bottom of the frame, against a plain white background.

# What is culture?

**Your culture is what people say  
about you behind your back.**



**What are people  
saying behind your  
organization's  
back?**

# **How do you develop or change a culture?**

1. Define desired culture
2. "Hire employees" who support, buy into, and believe in the desired culture
3. Communicate desired culture
4. Reward instances of desired culture
5. Repeat

# **DirtFish Customer Journey**





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**CHANGES  
AHEAD**

# Comfortable Being Uncomfortable

**Change?**

**No Fear  
(Boredom?)**

**Frozen w/Fear  
(Panic?)**



**Comfortable**

**Uncomfortable**



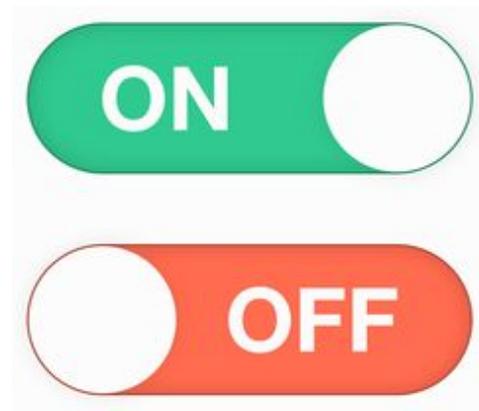


# 5 Reasons We Hate Change

1. Fear of the unknown
2. Not invented here
3. Different leads to stress
4. More work
5. Loss of control

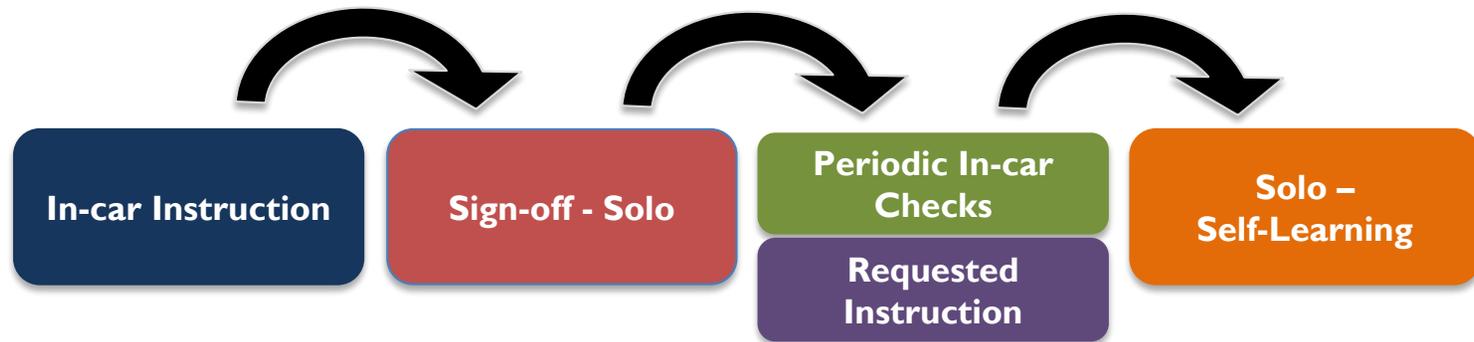
# Novice-Advanced Journey

Current Model: On-Off

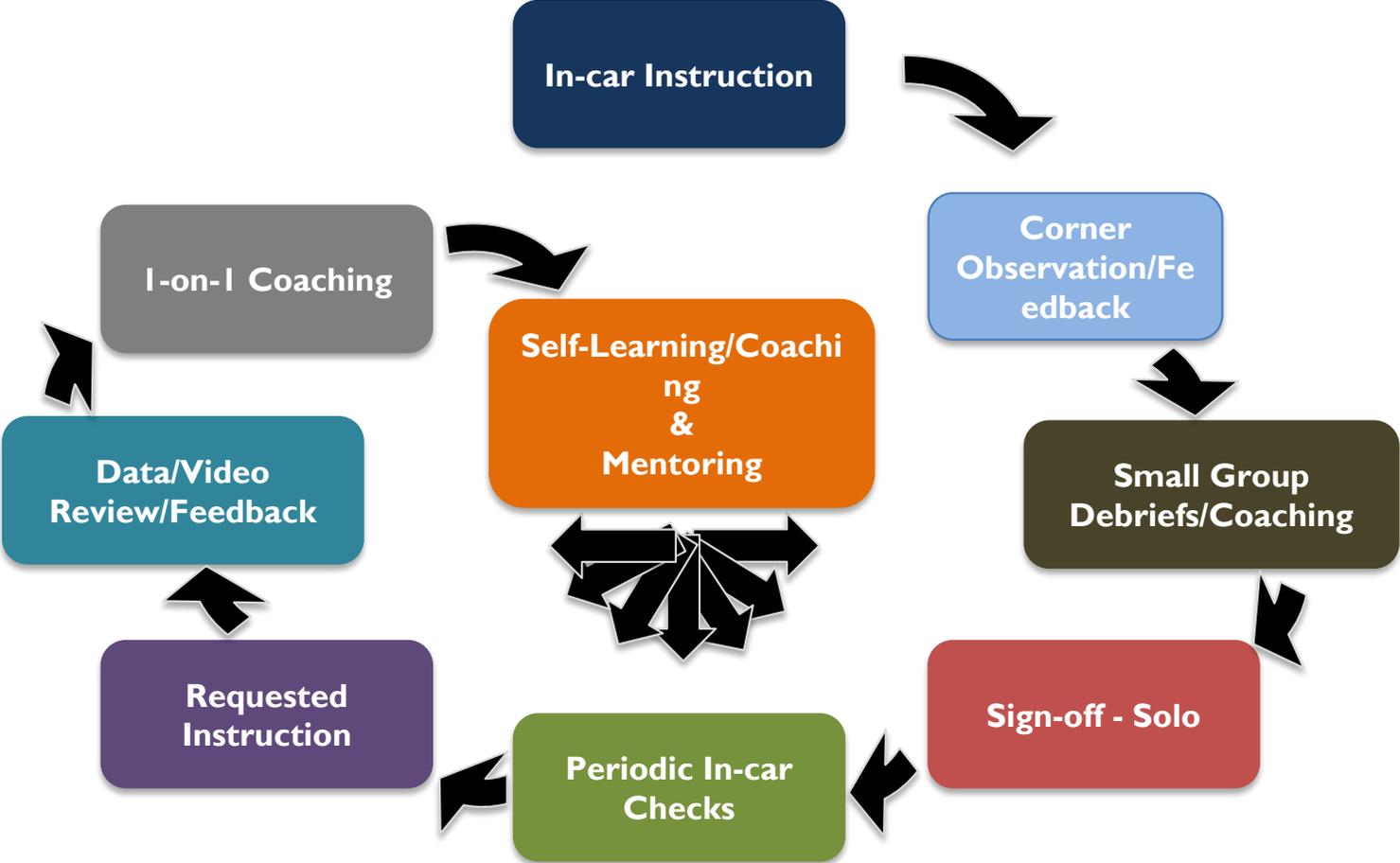


New Model: Transition

# Old Novice-Advanced Journey



# New! Novice-Advanced Journey



A close-up, dark photograph of a racing steering wheel. The wheel is black with various buttons and dials. A prominent yellow button with the word "SPEED" in black is visible. The text "get CERTIFIED" is overlaid in white, with "get" in a smaller font and "CERTIFIED" in a larger, bold font.

get CERTIFIED

The only independent certification program for High Performance Driver Education (HPDE) Instructors

Begin Level 1 HPDE instructor training today!

[REGISTER NOW \(new users\)](#)

[LOG IN \(existing users\)](#)

## WHAT IS THE CERTIFIED PROGRAM?

The CERTIFIED program is a nationally recognized, independent certification program similar to the PADI program for open water diving. It establishes a path of continuing education and provides a formal record of achievement for your efforts as an HPDE Coach or Instructor.

The program is defined by established levels of achievement with each level building upon the next to allow progression through the ranks of the HPDE coaching and instructing community.

## HOOK. (Period)



[Home](#) / [Coaching Home](#) / Coaching Certifications

The USBC Coaching Certification and Development Department's main focus is to provide coaches of all levels with the materials necessary to give them the best opportunities for coaching.

It is the only coaching program for bowling recognized by the United States Olympic Committee (USOC) and USBC coaches are acknowledged experts trained to instruct all levels of bowlers. USBC coaches work together at all levels: high school, collegiate, professional, seniors, youth and Sport bowling.

We are continuously working to build a stronger relationship with proprietors, pro shop operators and bowlers.

The USBC Coaching Certification program teaches current and aspiring bowling coaches the skills necessary to build a strong coaching career. The levels of certification available are:

- **Level I**
- **Bronze**
- **Silver**
- **Gold**

In addition to the Level 1 Certification, we offer the Fundamentals of Team Coaching through our

## COACHING

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Information, contacts

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USA Bowling Coaching

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Registered Volunteer Program

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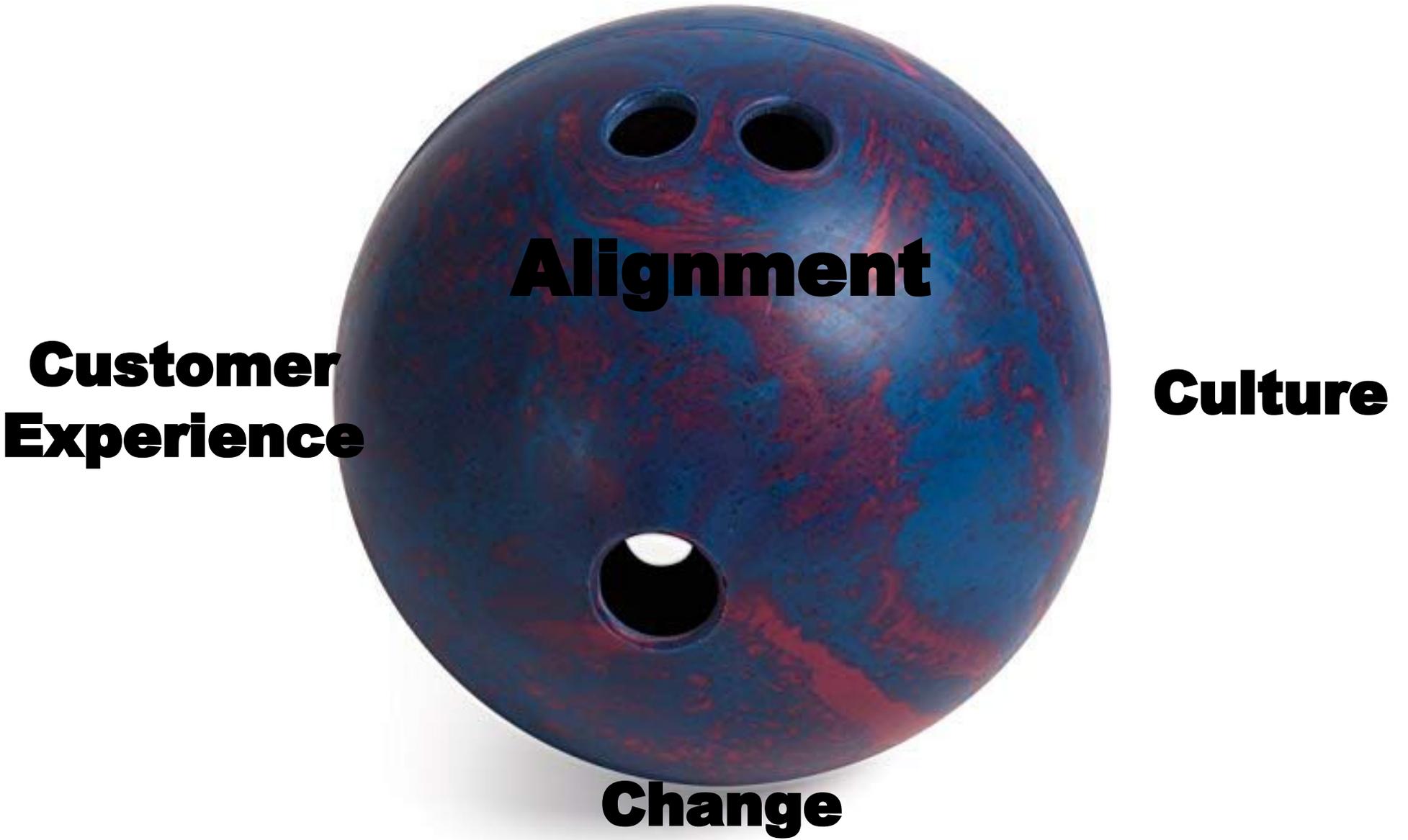
Tips for bowlers

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Merchandise

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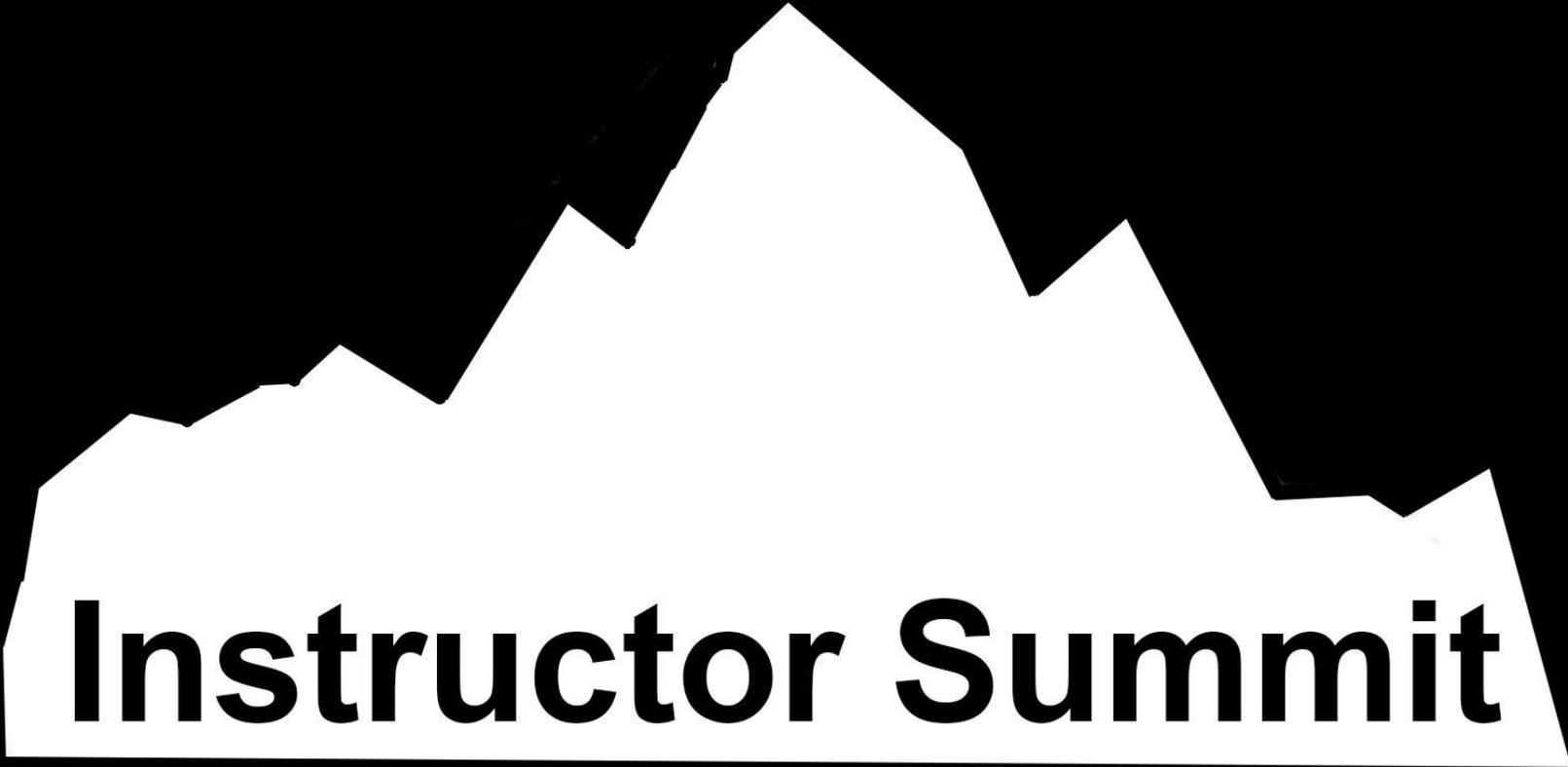
**Alignment**

**Customer  
Experience**

**Culture**

**Change**

# **The Power of Alignment**



**Instructor Summit**