



GLOBAL
community enrichment

Capabilities Overview





Culture by design.

Every organization has a culture. The question is are you defining the culture or is the culture defining you?

We help you design a culture that is aligned with your mission, vision and values and identifies the leadership qualities and values-based behaviors you want your employees to live each day.

Service by design.

Being intentional about creating a service strategy matters when you want to differentiate in the marketplace.

A service strategy includes your processes and procedures, your service environment and of course, your service delivery, where your people meet your customer.

Training by design.

At the heart of any change is a shift in attitude and behavior.
Let us inspire your team.

One structural way that we accomplish this is through highly effective and targeted learning experiences that teach and reinforce skills for leaders and employees that align with culture and service.

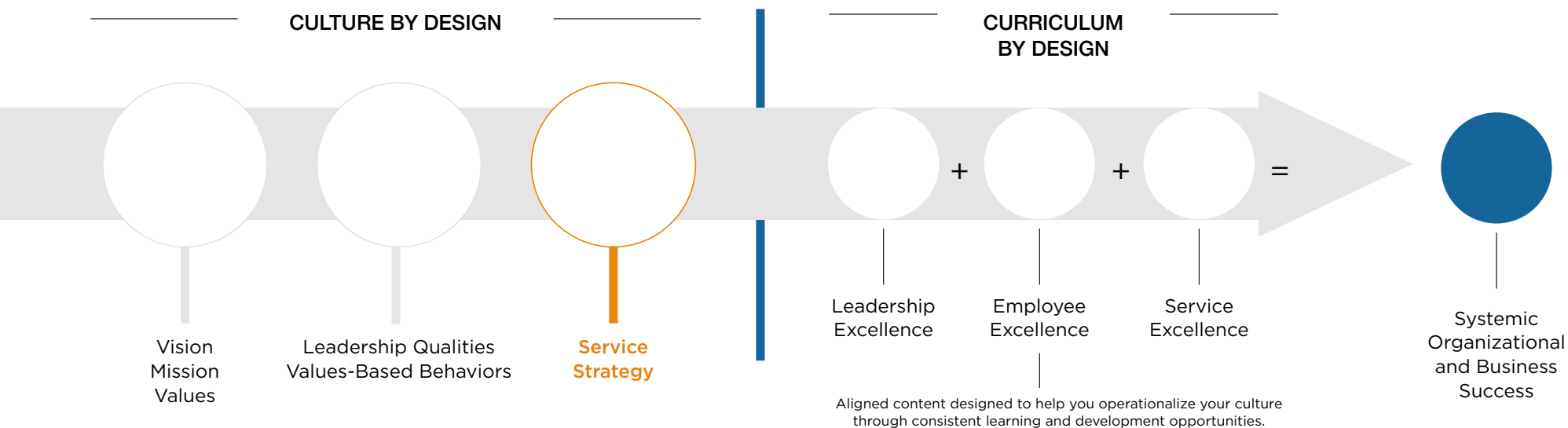
To be successful, a strategic culture must be both **intentional** and **integrated**.

What we do.

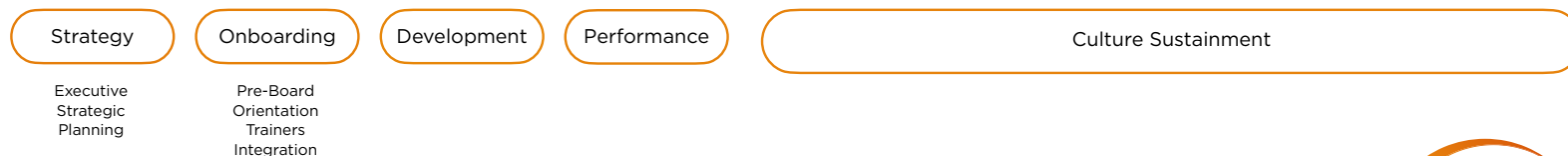
We aren't your traditional consulting company.

We aren't big, we're boutique—and that makes all the difference.





CULTURE





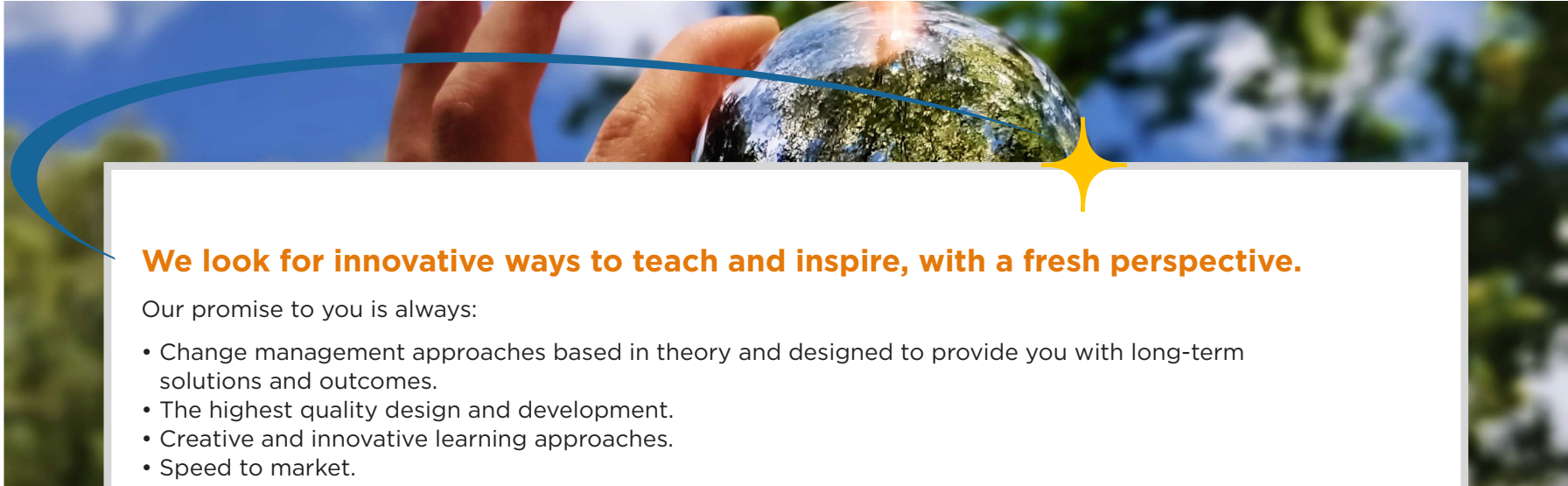
How are we different?

- (1) We are a highly seasoned and experienced team of consultants and facilitators with a breadth and depth of real world experience.
- (2) We have the freedom to design and develop content that rests on a foundation of classic thinking as well as current and contemporary skills development. We blend the best of both to create a truly innovative curriculum and approach to consulting.
- (3) We are highly cost effective with a passion for creating a value-added return on investment for your organization. We're boutique—and that makes all the difference.

Our approach.

We've cultivated seasoned portfolios of practice, evidence and skill which allows us to holistically develop and implement the best service solutions for you.





We look for innovative ways to teach and inspire, with a fresh perspective.

Our promise to you is always:

- Change management approaches based in theory and designed to provide you with long-term solutions and outcomes.
- The highest quality design and development.
- Creative and innovative learning approaches.
- Speed to market.
- Simple and clean design.
- Exceptional facilitators with passion and pedigree.

And a commitment to always providing you with exceptional service and offering you more than you will pay for with services rendered.

Our brand promise.

We exceed expectations and want you to be delighted with the outcomes.





Additional Blueprints



DISCOVERY

This step is consultant driven with permission and support from the client. It consists of multiple sources of information gathering and observation including, but not limited to:

- Reviewing existing documents, programs and processes
- Analysis of statistical data
- Firsthand observation
- Interviews and focus groups

A written summary document is typically completed and then discussed with the CEO and senior executive team.

Strategic Executive Work

This first investment of time is designed to prepare the organization for an intentional shift in customer service philosophy and execution.

- CEO | Executive Conversations
- Facilitated Leadership Session to formulate strategy, design an implementation plan and write key talking points.
- Core Champion Team created.

Service Framework Design

Create a cross-functional, whole-system design team who will create a first version of an organizational service framework.

- 1.5-day facilitated work session.
- V.1 written document created that will be socialized with senior leadership and key stakeholders and modifications made.
- Final document created for senior leadership approval.

2

DESIGN

Leadership Training

Before rollout, all leaders need to be introduced to the new organizational service framework and expectations for leading in a service-centric culture taught and reinforced.

- Introduction Session
- Service Leadership | 101

3

4

EMBED

Employee Rollout

To perform well, employees need to know what is expected of them. This phase introduces employees to the new service framework, quality standards and expected behaviors.

5

REFINE

Systems Implementation

This investment deals with the systems and processes that need to be redesigned in order to support, teach and reinforce the new service framework consistently.

- Employment Expectations | Profile
- NEO
- Performance Management
- Service Processes & Procedures
- The Living Stage "Everything Speaks"

STRATEGIC SERVICE CULTURE DESIGN | **BLUEPRINT**

FIRST IMPRESSIONS ARE LASTING IMPRESSIONS.

We all know it matters.

But how much of an investment do we really make to ensure that every new employee is both competent and confident to begin work and most importantly, is motivated and engaged to be a part of the organization?

Our goal is to help you design, develop and implement the most successful and impactful new employee orientation and onboarding experience that will positively impact your early retention rates for employee longevity.



Organizations often underestimate and underinvest in the amount of time and resources people need in order to feel competent and confident in their new role. Develop a **brand** for your onboarding process and allow your onboarding program to become a key differentiator in the recruitment and retention arena.

The Service Leadership Series

A completely integrated leadership development experience.

Service Leadership | 301 | Executive Storytelling 301 | Trust 301

Instinctive Service Leadership

Intentional Culture Design | Whole Systems Change Management
Creativity & Leadership | Performance Coaching

Service Leadership | 201 | Storytelling 201 | Trust 201

Self-Awareness

Authentic Leadership | Communication Styles | CliftonStrengths | Emotional Intelligence
Operational Thinking & Skills Development

Service Leadership | 101 | Storytelling 101 | Trust 101

Mastering the Fundamentals

Onboarding | Setting Expectations | Listening, Asking & Observing Behavior
Providing Feedback | Building Mutual Accountability | Reinforce, Reassure & Recognize Performance



Service Leadership | The Culture Primer

This program is the primer and setup to THE SERVICE LEADERSHIP | SERIES.

It is designed to engage leaders in holistic, high-level thinking about quality service, employee engagement and their own leadership development, and how these three elements come together to create an integrated and focused **culture by design**.





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We look forward to working with you.

