



Brad Dick

Helping Businesses Consistently Deliver Best-in-Class Service
Experiences to Customers & Employees | VP Ops

7 Keys to a Killer Culture in 2024

**Key
1**

Conduct Leadership Training

**Key
2**

Communicate Well

**Key
5**

Coaching & Correction

**Key
3**

Recognize and Reward

**Key
6**

Consistently Fair Treatment

**Key
4**


Empower Employees

**Key
7**

Manage Laughter and PTO



Service Obsessions
Designed Services - Exceeding Expectation

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KEY #1.
CONDUCT
LEADERSHIP
TRAINING!



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Train the Leaders in your Business!

Provide training upon promotion or hiring of all leaders. Train and mentor aspiring leaders regularly .

**Effective Leadership is the
Number One Key to a Vibrant &
Healthy Company Culture.**



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KEY #2.
**COMMUNICATE
WELL!**



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Listen and Share Frequently

Poor Communication results in Poor Cultures. Information isn't shared effectively which leads to confusion, rumors and resentment.

Develop strategies and train for active listening along with effective, timely, and open communication techniques.



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KEY #3.
**RECOGNIZE
AND REWARD**



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Recognize and Reward your People

Regularly acknowledge employees efforts and accomplishments. Both professional and personal ones. Celebrate success, both big and small.

Companies that don't show appreciation have employees that feel their efforts are unnoticed and they feel undervalued.



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KEY #4.
**EMPOWER
EMPLOYEES**



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Empower and Trust your employees

Train well to Empower your employees and then, Trust your People! Offer endless support and encouragement to go above and beyond for your Customers sake. Avoid over-involvement.

Micromanagement hinders employees atonomy and growth.



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KEY #5.
COACHING
AND
CORRECTION



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Never Ignore Negative Behaviour

Have tough conversations when they are required. Confront bad behaviour directly. Create clear consequences and encourage respect at all times in all scenarios.

Negative attitudes and actions from even one person can damage the entire work environment .



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KEY #6.
**CONSISTANTLY
FAIR**



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Ensure Fair Treatment and provide opportunity to be a hero.

Make your managerial decisions based on merit and performance while allowing equal opportunity to grow and show potential. Treat all employees fairly and equitably.

Favoritism and unfair treatment based on preference and not performance hurts team moral and stifles potential stars.



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KEY #7.
MANAGE
LAUGHTER AND
PRIORITIZE PTO



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Be Wary of a Burnout Culture

Watch for signs of burn-out and take action. Encourage breaks, Laughter, PTO and, respect everyones off-hours.

Every business needs to double down from time to time, but if people are constantly over worked it will lead to a culture of stress and fatigue.



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Are you planning a Lunch n' Learn, looking for a keynote speaker at your next team gathering, want to develop and organize training for your people, **or is 2024 the time to become a World-Class Customer Service Organization?**

Service Obsessions has you covered!

Experience high energy sessions filled with impactful insights and 'Ah-Ha' moments that will transform your companies customer engagements!

“Brad delivers unparalleled value, directly applicable to your next customer interaction. Your team will leave energized and eager to 'Wow' your customers like never before!”

DM me now to schedule an appointment and ignite your customer service revolution!"



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