



The Simple Truths of Service

Inspired by Jimmy the Bagster

By Ken Blanchard & Barbara Glanz

WCU DEPARTMENTAL/TEAM MEETING STARTER #3

Topic: Delivering Extraordinary Customer Service

Objectives: Objectives:

- Understand that no matter what your role is in the organization, every employee has the opportunity to make a positive impact on the customer.
- Challenge participants to come up with individual and departmental/team ways to put a positive “personal signature” on their jobs.

PURCHASE Ken Blanchard and Barbara Glanz’s book (*optional*)

<http://store.simpletruths.com/the-simple-truths-of-service-with-dvd-p1450.aspx>

INDIVIDUALLY

STEP ONE: **WATCH** the 3:19 minute “The Simple Truths of Service” video.

<http://play.simpletruths.com/movie/simple-truths-of-service/>

STEP TWO: Reflect and answer the following questions:

How do you currently put a positive “personal signature” on your job? What could you do going forward?

What impact does/could these “memories” have on you, your colleagues, your customers, and your department?

What else did you learn from this video?

DEPARTMENTAL/TEAM MEETING

STEP THREE: Start by establishing behavior guidelines, expectations for participation, and timeline for each share so there is time for discussion.

STEP FOUR: Briefly see if anyone from the group wants to share his/her individual “personal signature” and other video lessons with the group?

STEP FIVE: Discuss the following questions:

As a department/team, how do we currently put a positive “personal signature” on our jobs/services? What should we do going forward?

What impact does/could these “memories” have on us, our colleagues, our customers, and our department?

QUESTIONS? Contact the WCU HR Office of Training and Org Development at orgdev@wcupa.edu.