



**Participant Centered Services**

**Engaged Staff**

**Trainee Workbook**



DEVELOPED BY THE  
California WIC Program, California Department of Public Health | *This institution is an equal opportunity provider.*

# Agenda

## Engaged Staff

**Connecting with Your Organization's Values**

**Begin With What We Have – Strengths & Creating Value**

**Characteristics of Engaged Staff**

## Customer Service

**Understand Your Customers**

**Build a Service Culture**

## Customer Service Action Plan

**Take Action**

# Activity 1: Vision & Service

## A. Your Local Agency's Vision Statement

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## B. Your Team's Vision Statement

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# Activity 2: Looking at Strengths

## A. My Co-workers' Strengths

List one or two strengths of a few of your co-workers. How do these strengths positively contribute to your staff, work environment, or your participants?



Name	Strengths	Contributions

## B. My Personal Strengths

List some of your own strengths. You may need your co-workers to help you with your strengths. Many times we do not realize our own strengths because we do it effortlessly.

My Strengths	My Contributions

# Activity 3: Creating Value

## A. Do I value my job?

When someone asks you what you do for a living, how do you respond? Do you dignify your line of work or do you dismiss it? Do you see your effort as a contribution or do you see it as “just a job”?

**My “elevator” speech about my job:**

## B. Do I value the participants?

Think of a time when you handled a difficult situation with a participant. How did you use your strengths to handle this situation? Did you handle it well? If so, what are you proud of? If not, what would you do differently the next time?

**What was the situation?**

**How did I handle it? What am I proud of or what could I do better the next time?**

# Activity 4: Engaged Employees

As a team, discuss and make notes about the driver that you have been assigned.

- What activities or actions indicate that the driver is incorporated in a workplace?
- What are the benefits to the staff or organization when that driver is in place?

## Drivers of Employee Engagement

1. Open Communication:

2. Supportive Co-workers:

3. Rewards and Recognition:

4. A Culture of Teamwork:

# Activity 5: Alternative Language

Trigger Words are words that can cause a person to become defensive, stop listening, or reject what you are saying. Platinum Words have a more positive tone and encourage a person to continue listening. Below are examples of trigger words we may be saying without thinking about how they affect our listener. Rephrase the Trigger Words into Platinum Words. Add other words that you hear.



## Trigger Words

## Platinum Words

No

That's the policy

I can't

It's not my job

What's the problem?

Wait here

You're wrong

I don't know

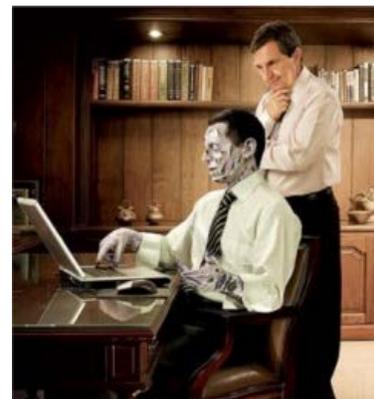
You should have...

The only thing we can do is...

# Activity 6: Are you a Zombie?

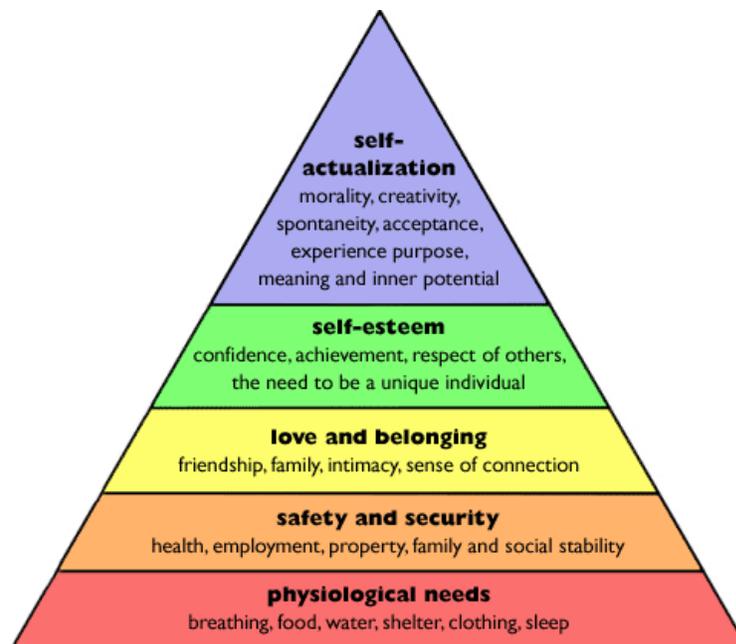
**Answer the following questions about Zombies:**

1. What are some examples of zombie employee behaviors?
2. What effects do zombie behaviors have on the workplace?
3. What is a positive, humorous code word that will help others re-engage?



# Maslow's Hierarchy

1. **Physiological (PHYSICAL REQUIREMENTS FOR SURVIVAL):** air, food, water, sleep, protection from the elements (clothing and shelter). Physiological needs are most important; they must be met first.
2. **Safety (COMFORT):** personal security including protection from harm, financial security (money, employment, property), health and well-being
3. **Love & Belonging (SOCIAL):** to love and be loved, a sense of belonging and acceptance through relationships and affiliations in social groups  
Large social groups: clubs, work groups, sports teams, religious organizations, community, cultural traditions, professional organizations, etc.  
Small social groups: families, intimate partners, mentors, close colleagues, confidants, friends, etc.
4. **Esteem (VALUE):** self-esteem and self-respect, respect from others, recognition, sense of contribution, acceptance, valued by others, confidence, achievement
5. **Self-Actualization (REALIZE ONE'S FULL POTENTIAL):** living to full personal potential, being the most that one can be, living creatively, working to solve cultural problems



# Activity 7: Empathy

**Empathy** ~ the ability to identify with and understand someone else's feelings or difficulties.

## Emotions that someone might feel during a difficult situation:

shocked stressed fear angry lonely desperate numb out of control  
denied disregarded disappointed overwhelmed confused lost empty  
scared hatred panic rage worried depressed anxious abandoned  
judged misunderstood discriminated dumb rejected hurt grieving  
victimized darkness uncertainty hopelessness guilty ashamed sad

## Emotions that someone might feel during a comfortable situation:

loved comforted encouraged supported listened-to understood  
protected valued thankful accepted established welcomed healed  
trusted believed-in happy healthy balanced hopeful peaceful safe  
clear-headed respected honored appreciated accompanied intimacy  
relieved encouraged engaged resolved recognized treasured pleased

1. List several emotions that participants may feel when they enter your agency's site.
2. List several emotions that you want the participants to feel when they leave your site.
3. What do you do to make WIC a positive experience for the participants?

## Activity 8: External Platinum Service

Think about what your expectations for customer service would be if you were a Participant of the WIC Program.

Define what **Platinum Customer Service** for Participants...

Looks Like	Sounds Like	Feels Like

How can you create **Platinum Customer Service** for the Participants at your agency?

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## Activity 9: Internal Platinum Service

Define what **Platinum Service Culture** in the workplace...

Looks Like	Sounds Like	Feels Like

How can you contribute to a **Platinum Service Culture** for you and your co-workers?

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# Activity 10: Take Action

## My Platinum Service Culture Goal for My Agency

I would like to see this change:

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I will focus on this domain: \_\_\_\_\_

The steps I will take to make this happen:

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# Notes

## California WIC Program Customer Service Training Evaluation

**Date:** \_\_\_\_\_ **Agency:** \_\_\_\_\_

The Training and Career Development Section strives to improve the quality of our trainings. Please take a few moments to give us feedback by completing the following evaluation.

**Instructions:** Using the following scale, circle the number that best describes your rating for each statement.

<b><u>Strongly Disagree</u></b>	<b><u>Disagree</u></b>	<b><u>Agree</u></b>	<b><u>Strongly Agree</u></b>
1	2	3	4

### COURSE DESIGN & MATERIALS

The purpose of the training was important.	1	2	3	4
The training was useful for me.	1	2	3	4
The training materials were useful.	1	2	3	4
The training held my interest.	1	2	3	4
I can apply the skills I learned today.	1	2	3	4
I would recommend this training to others.	1	2	3	4

**TRAINER:** \_\_\_\_\_

The trainer was knowledgeable.	1	2	3	4
The trainer was organized and prepared.	1	2	3	4
The trainer encouraged interaction.	1	2	3	4
The trainer used time effectively.	1	2	3	4

