



Participant Centered Services

Engaged Staff

Facilitator's Guide

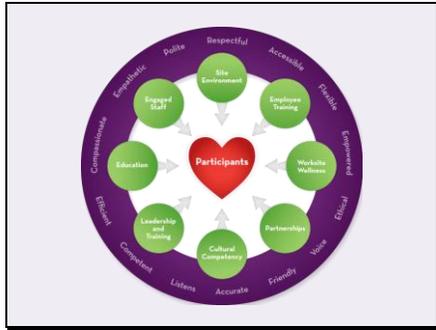


DEVELOPED BY THE
California WIC Program, California Department of Public Health | *This institution is an equal opportunity provider.*

Slide 1	<p style="text-align: center;">Participant Centered Services</p>  <p style="text-align: center;">Engaged Staff</p>	<p>This course was developed to support our Platinum WIC initiative. The training is designed to motivate staff engagement and to facilitate positive contribution to the service culture in their workplace.</p> <p>This training focuses on employee engagement, building on personal strengths and contributions, and driving customer service through team camaraderie.</p> <p>Welcome Everyone Introduce the trainer(s) Housekeeping:</p> <ul style="list-style-type: none"> • Duration of the training – 3 hours • Break time • Location of restrooms • Silence cell phones
Slide 2	<p style="text-align: center;">Agenda</p> <ol style="list-style-type: none"> 1. Engaged Staff 2. Customer Service 3. Action Plan 	<p>Agenda, page 1 Say: Turn to page 1 in your workbook to see the agenda.</p>
Slide 3	<p style="text-align: center;">Customer Service</p> 	<p>Say: Think of a time when you experienced great customer service. What made it so great? Share your stories with others at your table. Pick one favorite story from your table to share with the group.</p>

<p>Slide 4</p>	<p style="text-align: center;"> “Customer service is not a department...it’s an attitude.” Customer service “is giving more than the customer expects...consistently.” <i>Mac Anderson, Customer Love</i> </p>	<p>Say: Here are a couple of quotes to get us thinking about customer service. These are from a great book about customer service titled, “Customer Love” by Mac Anderson</p>
<p>Slide 5</p>	<p style="text-align: center;"> Platinum WIC Participant Centered Services  <small>The California WIC Participant Centered Services Approach puts the WIC family at the center of everything we do and focuses on the strengths of participants, employees and community.</small> </p>	<p>SECTION 1: ENGAGED STAFF 1. Connecting with Our Organization’s Values</p> <p>Handout: PCS Model</p> <p>Ask: What does <u>Platinum WIC</u> mean to you? Why do we use the word Platinum? (probe for: the highest level of customer service that can be attained)</p> <p>Say: Just below the words Platinum WIC, you see the words Participant Centered Services. You will hear us refer to this by its acronym - PCS.</p> <p>Ask: What does Participant Centered Services mean to you?</p> <p>Say: To the right of Platinum WIC is the <u>PCS Mission Statement</u>.</p> <p>Read: The California WIC Participant Centered Services Approach puts the WIC family at the center of everything we do and focuses on the strengths of participants, employees and community.</p>

Slide 6



Say: The PCS model is a representation of the mission statement that we just read. It is a systems approach that influences all aspects of WIC service.

Take a few minutes to look at the model and to talk about it with a partner at your table. What does the model mean to you? What jumps out at you? We will have a few of you share with the group in a few minutes.

Ask: Who would like to share your thoughts on the PCS model?

Probe for:

- Red Heart - Participants are in the center of everything we do
- Green circles: the Domains – these are the areas of focus where we can make a difference and have an influence on the participants
- Purple ring: the Platinum Principles that we use to provide services for our participants

The Bottom line is: We want the participants to have a positive experience because we know they will come back, refer their friends, and be receptive to services

Ask: what are the consequences when a participant feels they didn't have a good experience?

Probe for: reduced case load, lost jobs at agency, reduced state level jobs, no training available

Say: Think about your position and how you interact with the participant. What do you do to make a participant's visit a platinum experience? It takes the entire team to make the agency successful.

<p>Slide 7</p>		<p>Say: Take a few minutes to read for yourselves the <u>Essential Components</u> listed to the right of the model. (Allow a few minutes of quiet time for reading.)</p> <p>Say: All of these components work together to provide Platinum Service. Platinum Service is about being customer focused. You can probably think of several things that your agency is doing in each of these areas.</p> <p>Emphasize: the third bullet, “Establishing exceptional customer service” is part of all the Domains. This is the focus of your training today. Excellent customer service is developed and nurtured through the work we do within all of the domains shown in the green circles in our model.</p>
<p>Slide 8</p>		<p>Say: A vision statement communicates the purpose and values of an organization. It energizes and inspires people to imagine and work toward the vision of the organization.</p> <p>Say: Here is an example of a vision statement. Orange County’s Vision Statement is short, clear, and expresses their purpose and values.</p> <p>Ask: What does this Vision Statement tell you about Orange County’s values?</p> <p>Probe for: unity, what they want for the future, striving for something better</p>
<p>Slide 9</p>		<p>Activity 1A: Vision & Service, page 2</p> <p>Say: Turn to Activity 1 on page 2 in your trainee workbook. Write your agency’s vision statement in the box at the top of the page. Share your vision statement and what it means to you with a partner.</p> <p>Invite: a few staff members to share their vision statement and thoughts with everyone.</p>

<p>Slide 10</p>	<p style="text-align: center;">Team Vision</p> 	<p>Say: A team can have their own vision statement that reflects the purpose and values of that team.</p> <p>Instructions:</p> <ul style="list-style-type: none"> • Take a minute to think of one word that is meaningful to you and expresses a personal value. (You can use the PCS model for ideas) • Write your word on a Post-it note. (allow a few minutes)
<p>Slide 11</p>	<p style="text-align: center;">Team Vision Statement</p> <p style="text-align: center;">Write a complete sentence. Use all of the words selected by your team members.</p>	<p>Activity 1B: Vision & Service, page 2</p> <p>Say: For this next activity, we will have you work in teams. (Create Teams consisting of those that work together: agency, sites, sections—varies per audience. Have them move to a place where everyone who works together is sitting near each other.)</p> <p>Instructions: Make a complete sentence that expresses a Vision Statement for your team.</p> <ul style="list-style-type: none"> • Use all the words that were selected by your team members • Write your teams' vision statement on the 11x17" paper. List the team members' names at the bottom. • Copy your team's vision statement at the bottom of page 2 in your workbook • Select one person from your team to share your vision statement with everyone <p>Ask: How does your vision statement reflect customer service?</p> <p>We suggest you have someone on your team create an artistic version of your own vision statement to hang in your work area when you return to work.</p>

Slide 12



Say: Today, we will strive to establish exceptional customer service within the domain of Engaged Staff.

Say: An engaged staff is made up of individual engaged employees. An engaged employee is defined as: “one who is fully involved in and enthusiastic about their work, and thus will act in a way that furthers their organization’s interests.”

Ask: Think about what makes you feel involved and engaged at work. What makes you want to come to work?
Discuss this at your table and write your thoughts on Post-It notes.

Slide 13

Fully Engaged Employees

- Consistently strive to help others
- Do their very best
- Come to work energized
- Love their Job!

Say: These are four of the things that research says fully engaged employees do.

Ask: What other things did you come up with at your tables? (write on flip chart, ask for volunteer if needed)

- Have a heightened level of ownership in their work
- Are efficient and effective
- Are focused on their work
- Will stretch beyond their comfort zone
- Are satisfied with the quality of their work
- **Probe for:** Engaged employees are emotionally motivated and are willing to go above and beyond what is typically required in their position to help the organization fulfill its vision statement and to be successful.

<p>Slide 14</p>	<p style="text-align: center;">OUR CUSTOMERS</p> <p style="text-align: center;">INTERNAL</p>  <p style="text-align: center;">EXTERNAL</p> 	<p>Say: Wikipedia says engaged employees want to do “whatever they can for the benefit of their internal and external customers and for the success of the organization as a whole”</p> <p>Ask: Who are our internal customers? Probe for (co-workers, supervisors, directors etc.) Who are our external customers? Probe for (Participants, vendors)</p>
<p>Slide 15</p>	<p style="text-align: center;">It Takes Team Work To Make the Dream Work</p>	<p>Say: A statement that I particularly like is “It Takes Teamwork, To make the Dream Work.” To serve people it is important to have certain strengths or attributes that you use to create a platinum environment for your co-workers. We must remember that not all team members are created equal. Some possess skills that others may only wish they had. That is why it is so important to work as a team.</p> <p>Ask: Raise your hand if you agree.</p> <p>Ask: What comes to mind when you read this quote? Let trainees give their answers.</p>
<p>Slide 16</p>	<p style="text-align: center;">Looking at Strengths</p> 	<p>2. Begin With What We Have – Strengths and Creating Value</p> <p>Say: Remember we put the WIC family at the center of everything we do and we focus on the strengths of participants, employees, and community. So...how do we do that? First, it is important to know that <u>we all</u> can contribute to our organization and its vision. An organization can achieve success only when <u>everyone</u> from all departments and levels of the organization are engaged and contribute to that success.</p> <p>Say: We all have personal strengths that we bring to the workplace. If we begin by looking at the strengths of our co-workers and ourselves, we begin to see how everyone has the ability to contribute to the vision of an agency.</p>

Looking at Strengths

Name	Strengths	Contributions
Rita	Humor	Keeps the morale up

My Strengths	My Contributions

Activity 2: Looking at Strengths, page 3

Let’s begin by looking at the strengths that we see in our fellow team members. Looking for the great attributes in others builds our appreciation for them and allows us to see the diversity in our team. That diversity is valuable. A team is stronger when everyone brings into the mix a large variety of skills, abilities, and outlooks. A team would not be very effective if we all were exactly alike. In fact it would be quite boring.

Take a moment to think about some of the valuable strengths that your co-workers bring to your team. Focus on strengths that positively contribute to your staff, your work environment, or your participants. Without mentioning any names, share some of the strengths that come to mind. (call on people to share with the large group)

Instructions: Turn to Activity 2 on page 3 in your workbook. (Work in groups of up to four people) List your teammates’ strengths in the table at the top of the page.

Say: Now look at the middle of page 3. Think about your own strengths that you bring to the team. How do your strengths contribute to your staff, your work environment, or your participants? Sometimes it is difficult to recognize our own unique strengths and realize how we contribute to our organization. Now that you have identified several strengths that you see in others, it might be easier to see your own strengths. You may need your co-workers to help you with your strengths. Many times we do not realize how valuable our strengths are because they come to us so effortlessly.

<p>Slide 18</p>	<p>Putting Strengths to Work</p>  <p>What did you learn from this activity?</p>	<p>Ask: What did you learn from this activity?</p> <p>Your strengths lift the world to a higher level.</p>
<p>Slide 19</p>	<p>Attitudes are contagious. Is yours worth catching?</p> 	<p>Say: Attitudes are simply the way we look at things or are feelings we have about something.</p> <p>Quote: “Attitudes are contagious. Is yours worth catching?”</p> <p>Quote: “The only disability in life is a bad attitude.”</p> <p>Ask: We talked a lot about <u>strengths</u>, so what role does your <u>attitude</u> play in delivering Platinum service? (Let trainees give answers.)</p> <p>Ask: When you look at the pictures, what are your thoughts?</p> <p>Say: These two people could just as easily become isolated and depressed, or choose to change their attitudes and become athletes, models, inspirational speakers.</p> <p>Ask: Where is your attitude taking you?</p>

Slide 20

Creating Value Through Words



Say: How we think about our job and our attitude about what we do affects everyone around us. We can think about our job as a bothersome, boring means to a paycheck. Or we can look beyond our daily tasks and discover how we contribute to families in our community.

Say: 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”?

Do you say, ***“I work at WIC.” or “I manage an agency.”***

Or do you say, ***“I help families in the community.”***

Say: Pretend you are in an elevator and someone you just met asks you what you do. What would you say about your job in 30 seconds?

Activity 3A: Creating Value, page 4

Instructions: Turn to Activity 3A on page 4 in your workbook. Write an elevator speech about what you do for a living. When you’re finished, practice giving your speech to someone at your table. Say it with meaning and enthusiasm!

Challenging Situations



Say: Our attitude about our job and those we work with and for, affects how we behave at work. Seeing value in the work we do creates a positive attitude and gives us energy. Our outlook spills over into our interactions with our co-workers and our encounters with our participants. Everyone around us is affected by our behavior and attitude.

We all know there will be days that are challenging and we may feel like we've been in a boxing match. Thankfully, the good times make up for those days. Those challenging situations can be used as opportunities for learning.

Activity 3B: Creating Value, page 4

Instructions: Look at the bottom of page 4 for Activity 3B. 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? What are you proud of? Or, if you didn't handle it well, what could you do differently the next time?

Ask: Who would like to share?

Summarize: Spending time to reflect on difficult situations can help us learn from them. Sharing our experiences with others can help everyone avoid repeating mistakes or prepare us all for the next time the same situation comes up. Think about sharing and learning from others at your workplace.

What is the best method for communicating with others and when is the best time to have discussions and work together to find solutions? What are some of your ideas?

Probe for:

- Staff meetings
- Bullet meetings
- Debriefs

Quote: "Be curious, not furious" Instead of becoming angry when something doesn't go quite right, become curious – think about what happened and what can be learned.

Employee Engagement Drivers

What gets you off and running...



3. Characteristics of Engaged Staff

Ask: What motivates you? What gets you excited about coming to work?

Say: There are several factors known as Employee Engagement Drivers that increase employee engagement. Research shows that **personal growth**, working for a **common purpose**, or being part of a **larger process** actually motivates people more than receiving a paycheck.

Employee engagement is the responsibility of everyone in the workplace and at all levels within an organization. We **cannot change others**. We can only change ourselves. We can change how we interpret a situation or how we respond to it.

When something needs to be “fixed” or changed that’s when it’s time to look at what WE can do. It is our responsibility to take some initiative to search for a solution. Taking responsibility leads to feeling empowered and having a sense of belonging. This leads to excitement about our jobs and a willingness to give our best at all times. This leads to becoming an engaged employee and an engaged staff leads to the overall success of the organization **which benefits everyone**.

Say: Most people want to be engaged. It makes work a source of personal fulfillment and offers us the chance to develop our own strengths, values, and visibility. Work should help us become all we are capable of becoming. We can actually look forward to coming to work in the morning.

Ask: What are your thoughts on this? What do you think are the benefits of being an engaged employee?

Slide 23

Drivers of Employee Engagement

1. Open Communication
2. Supportive Co-workers
3. Rewards and Recognition
4. A Culture of Teamwork

Say: There are many employee engagement drivers but we narrowed it down to these four drivers where you can make a difference.

Ask: What does it mean to you to have open communication in your office? What does “supportive co-workers” look like? Rewards and recognition? What is a culture of teamwork?

Instructions – assign one of these four topics to each team.

- Open Communication
- Supportive Co-workers
- Rewards and Recognition
- A Culture of Teamwork

Activity 4: Engaged Employees, page 5

Say: Turn to Activity 4 on page 5 in your workbook. As a team, discuss the driver that you have been assigned and make notes about what that means to you. 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? For example, actively listening is one way to encourage open communication. Also, choose someone in your team to share your thoughts with the entire group in a few minutes.

Say: We have several Employee Engagement Driver activities to share with you. These are just a few ideas to help build employee engagement in your agency.

<p>Slide 24</p>	<p style="text-align: center;">Alternative Language</p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px; width: 150px;">Trigger Words</div> <div style="border: 1px solid black; padding: 2px; width: 150px;">Platinum Words</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 30%;"> <p>No</p> <p>That's our policy</p> <p>They</p> <p>You're wrong</p> <p>You should</p> </div> <div style="width: 30%; text-align: center;">  </div> </div>	<p>Say: The words we use when talking to others sets the tone of our conversations. Using positive words is a simple but effective way to keep people listening and not shut us out. “Alternative Language” is an activity that helps you become aware of ways to say things with a positive tone.</p> <p>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. These are examples of trigger words that we may be saying without thinking about how they affect our listener.</p> <p>Ask: What are some words or actions that trigger a negative response in you? (call out and chart)</p> <p>Activity 5: Alternative Language, page 6 Turn to page 6 for Activity 5. Work as a team or in pairs to think of ways to rephrase the Trigger Words into Platinum Words.</p> <p>Have the whole group share together.</p>
<p>Slide 25</p>	<div style="text-align: center;">  <p style="color: blue; font-weight: bold; margin-top: 5px;">APL Project</p> <p style="font-size: small; color: blue;">Academy for Participant-Centered Leadership</p> </div>	<p>Say: “You Rock” is a project that was designed by one of our APL teams last year. Their goal was to improve morale by having staff members find ways to give recognition to each other for Platinum Service within their agency and with their participants.</p> <p>APL stands for Academy for Participant-Centered Leadership. APL is a year-long leadership training program under the umbrella of Platinum WIC Services. This program provides mentoring, leadership training, and technical assistance for APL trainees as they work with their colleagues and managers to enhance the local agency environment.</p>

<p>Slide 26</p>	<p style="text-align: center;">Staff Appreciation Campaign</p> 	<p>They hand painted these rocks to give to someone who did something worth recognition: such as being a great problem solver, having a smile that lights up the room, being willing to help out in a crunch, encouraging someone, or being a good listener.</p>
<p>Slide 27</p>	<p style="text-align: center;">Kudos Bags</p> 	<p>Say: Kudos Bags (Words of Affirmation) are another effective and inexpensive way for staff members to acknowledge Platinum Service behavior and give messages of appreciation to their co-workers.</p> <p>Quotes:</p> <ul style="list-style-type: none"> • Ken Blanchard teaches employees to “catch people doing something right...and acknowledge them for it.” Appreciation and acknowledgement are powerful ways to build staff morale, encourage a service culture, and increase staff engagement. • William Ward says, “Feeling gratitude and not expressing it is like wrapping a present and not giving it.” (William A. Ward, pastor, author, and teacher. From <i>Learning to Dance in the Rain</i>) <p>Ask: What are some ways that you show each other appreciation in your agency?</p>

Slide 28



Say: A good way to build your team is to get to know others on a personal level. One idea to do that is by having everyone participate in the “Hello, My NAME Is...” activity.

If people are just getting to know each other, everyone can write their own “nametag.” If everyone already knows each other, you can write a “nametag” for each other. This allows team members to point out strengths that they see in others or give recognition for platinum service behaviors.

Team Building Activity (not in workbook)

Work with one or two other people at your table. You can help each other come up with words or facts that describe that person. For each letter of your name, write a word or a fact that says something interesting about you. This activity is the first one listed in the Effective Team Building Activities in the Resource section of your folder.

Example: “Hi. I’m Logan. L is for Led Zeppelin, one of my favorite rock groups. O is for Ohio, which is where I live. G is for German, the only foreign language I know. A is for Aunt Wendy, my favorite relative. And N is for No Fish because I don’t eat any seafood.

Slide 29

Disengaged = **ZOMBIE Employees**

**Quiet Please...
... Zombie at Work**



The opposite of an engaged employee is a disengaged employee. Attitudes and actions in a workplace can enhance employee engagement OR can create an atmosphere where employees become disengaged. A disengaged employee is sometimes called a zombie employee. A zombie employee is the opposite of an engaged employee and is someone who stumbles around the office being unproductive, lowers morale, depletes the energy of their peers, and costs the agency time and resources.

Ask: Now, we don't want any names or finger pointing.

- What are some examples of zombie employee behaviors? (gossip is zombie food)
- What effect do zombie behaviors have on the workplace?

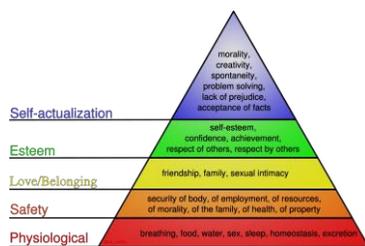
You can use a positive, humorous way to point out to others when they are being a zombie. For example: at a basketball game, one manager used the word "cheeseburger" to remind the employees to stop watching the game and serve the customers.

Activity 6: Are you a Zombie? Page 7

Write some of the answers to these questions that we just talked about.

Slide 30

Maslow's Hierarchy



SECTION 2: CUSTOMER SERVICE

1. Understand Your Customers

Maslow's Hierarchy, page 8

Say: Turn to page 8 where you will find Maslow's Hierarchy

Say: Abraham Maslow's *Hierarchy of Needs* theory is an explanation of various levels of human needs and motivations. Understanding these levels can give us some insight into our internal and external customers.

Maslow discovered that people all share basic

		<p>needs and the needs tend to follow a common hierarchy. Maslow's theory is often shown as a pyramid with the most basic level of human needs at the bottom. This suggests that basic needs may need to be fulfilled before the higher level needs can be satisfied.</p> <p>Ask: How does this help you understand your participants?</p> <p>Probe for: Participants may need shelter or clothing when we are trying to talk to them about iron or calcium. Our co-workers may need friendship during a difficult time in their lives.</p> <p>We all move up and down on this pyramid depending on circumstances in our lives.</p> <p>Ask: What are some things that can happen that will move someone up or down on this pyramid?</p> <p>Say: In our roles at WIC, we can help with some of the <u>basic</u> needs of our participants including food, shelter, comfort, and safety. But we also can provide respect, acceptance, and recognition.</p> <p>We support our participants not only by the WIC service we offer but by <u>how</u> we provide the service. As you saw earlier, our choice of words and the way we say them, our attitude and motivation make a big difference in how the participants feel when they leave and whether they will return.</p> <p>Ask: What questions do you have?</p>
Slide 31	<p>Are Nice Participants Ruining Your Caseload?</p> 	<p>Read "Nice Participants" to them.</p>

Slide 32



Say: Empathy is the ability to identify with and understand somebody else's feelings or difficulties. When we empathize with our participants, we understand them better.

Activity 7: Empathy, page 9

Say: Turn to page 9 in your workbook for Activity 7. Look at the lists of emotions. The first one lists emotions felt during difficult situations. The second one lists emotions felt during comfortable situations. Pick an emotion from either one of the lists that you have seen in a participant and share what you remember about the experience.

Answer the questions on the page:

List several emotions that participants may feel when they enter your agency's site.

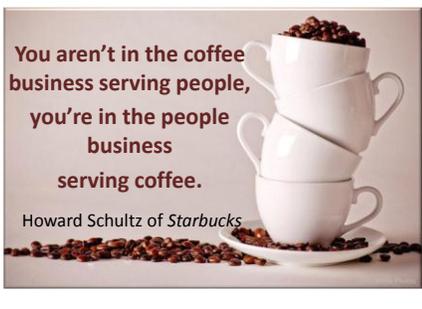
List several emotions that you want them to feel when they leave your site.

What did you do to make this a positive experience for the participant?

Trainers Notes:

- What are some of the emotions your participants may feel before entering your agency? How do these emotions affect their visit with you? (late, no paperwork, rude, angry, sad)
- What can you do to change these emotions? (listen, let them vent, recognize they may be having a difficult time, validate them, be compassionate, affirm them)
- What do you want them to feel when they leave your agency?

<p>Slide 33</p>	<p style="text-align: center;">You never know when one kind act, or one word of encouragement, can change a life forever.</p> <p style="text-align: center;">Zig Ziglar</p>	<p>Quote: “You never know when one kind act, or one word of encouragement, can change a life forever.” -- Zig Ziglar</p> <p>It’s too bad that we may never know how extensively we change someone’s life, but think about the possibilities. If you provide the nutrition that helps a mother deliver a healthy baby and that healthy baby grows up to become the scientist who discovers the cure for diabetes or cancer or Alzheimer’s...you played a role in that. Your job will have changed the life of that child and the health of the entire world. How can you NOT feel good about your job?</p> <p>Ask: What are some participant success stories or what is something you did to help someone?</p>
<p>Slide 34</p>	<p style="text-align: center;">Build a Service Culture</p> 	<p>2. Build a Service Culture</p> <p>Say: An agency can provide good customer service to participants only when a service culture exists internally. Research indicates that building a service culture is more successful when management sets the example of service and guides the entire organization in that direction. However, everyone can get involved to help create an amazing place to work. When everyone is involved, people become engaged, a service culture is created, and hopefully everyone will love coming to work! The enthusiasm becomes contagious and spreads all the way to the participants.</p> <p>Ask:</p> <ul style="list-style-type: none"> • What does service culture mean to you? • How does a service culture affect how we interact with peers? • How does it affect how we interact with the participants? <p>Trainer’s Notes: weave in strengths, drivers, empathy</p>

<p>Slide 35</p>	<p>Employee Golden Rule</p> <p>Treat employees the way you want the customer treated</p>	<p>Quote: The Employee Golden Rule is: “Treat employees the way you want the customer treated.”</p> <p>Say: This is an excellent way to remember how to create a Service Culture in our workplace.</p>
<p>Slide 36</p>	<p>You aren't in the coffee business serving people, you're in the people business serving coffee.</p> <p>Howard Schultz of Starbucks</p> 	<p>Say: Howard Schultz builds a service culture at Starbucks simply by creating a shift in attitude about the business. He says: “You aren't in the coffee business serving people, you're in the people business serving coffee.”</p> <p>Ask: How would you apply this to WIC?</p>
<p>Slide 37</p>	<p>Little Pack Goes to Camp</p> 	<p>Say: We have a story to share about some very creative customer service from a book titled <i>Customer Love</i> by Mac Anderson:</p> <p>Read the Story: Little Pack Goes to Camp</p> <p>Ask: Have you had a similar experience with creative customer service that you would like to share?</p>

<p>Slide 38</p>	<p>We are here to help everyone to achieve their goals. We just try to create an atmosphere where people feel valued, trusted, and respected....The magic happens when all these things come together.</p> <p>Nordstrom management team</p>	<p>Say: A service culture within an organization is a way of thinking and the behavior that promotes <u>excellence in customer service</u>.</p> <p>Say: Here’s a quote from Nordstrom’s management team: “We are here to help everyone to achieve their goals. We just try to create an atmosphere where people feel valued, trusted, and respected....The magic happens when all these things come together.”</p> <p>To be of good service, we need to understand our customers and know what they need.</p> <p>Story: In 1994, Jeff Bezos started an online company with one important goal – to focus on what the customer <u>wants</u> and to <u>find a way to give it to them</u>. While most companies focus on short-term profits, Jeff focuses on what he calls “the customer experience.”</p> <p>Ask: Who knows what company we’re talking about? (go to next slide)</p>
<p>Slide 39</p>	 <p>The World’s Largest Online Retailer</p>	<p>Continue: Jeff’s strategy has made his company – Amazon – the <u>world’s</u> largest online retailer. Jeff is using some of the proceeds from Amazon to create a private space company to build hotels in space. You could spend your future vacation in orbit around Earth.</p>

Slide 40

People will forget what you say,
but they will never forget
how you make them feel.

Quote: “People will forget what you say, but they will never forget how you make them feel.”

Say: The question we always need to ask is, “How am I making my customers feel?” -- *Customer Love* by Mac Anderson

Say: Go back to that time when you experienced great customer service. What did that outstanding customer service look like, sound like, and feel like? (Smile, handshake, laughter, genuine desire to help) What would your expectations for customer service be if you were a WIC participant?

Activity 8: External Platinum Service, page 10

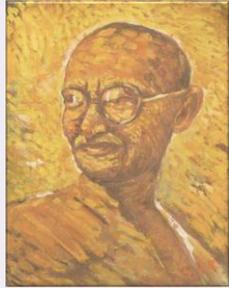
Instructions: Turn to Activity 8 on page 10. Define what Platinum Customer Service for Participants: Looks like, Sounds like, Feels like. Write down what you would see, what you would hear, and what feelings or emotions you might feel.
(allow time to complete)

Ask: How can you create platinum customer service for the participants at your agency

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The best way
to find
yourself
is to lose
yourself
in the service
of others.

Mahatma Gandhi



Say: Think about the most amazing work environment you can imagine.

Ask: What would the service culture of that workplace be like? (bright, cheery, supportive staff, peaceful music)

Activity 9: Internal Platinum Service, page 11

Instructions: Turn to Activity 9 on page 11.

Define what Platinum Service Culture in the workplace: looks like, sounds like, feels like.

Ask: How can you contribute to a Platinum environment with a strong service culture for you and your co-workers?

Say: As you know, you will not be able to change the entire organization by yourself, but imagine what can be accomplished if each of you contributes in your own way to the creation of a platinum service culture workplace.

Remember: It takes teamwork to make the dream work.

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<p>Slide 43</p>		<p>Let's take another look at the PCS model and remember the domain's in the green circles.</p>
<p>Slide 44</p>	<p style="text-align: center;">Take Action!</p> <p style="text-align: center;">Plan a Platinum Service Culture for your agency</p> <p style="text-align: center;">Beginning...Tomorrow!</p>	<p>SECTION 3: CUSTOMER SERVICE ACTION PLAN</p> <p>Activity 10: Take Action, page 12</p> <p>Instructions: Turn to Activity 10 on page 12. Plan a Platinum Service Culture project for your agency. What is something that you see at your workplace that could be changed to enhance the service culture at your agency? What can you do for coworkers?</p> <p>Think about:</p> <ul style="list-style-type: none"> • PCS model • Team Vision Statement • Strengths • Engaged staff drivers • Zombie busting <p>What can you do beginning tomorrow? What positive action can you take to enrich your environment?</p>
<p>Slide 45</p>	<p style="text-align: center;">Please Complete Your Evaluations</p> <p style="text-align: center;"><i>Thank You</i></p>	