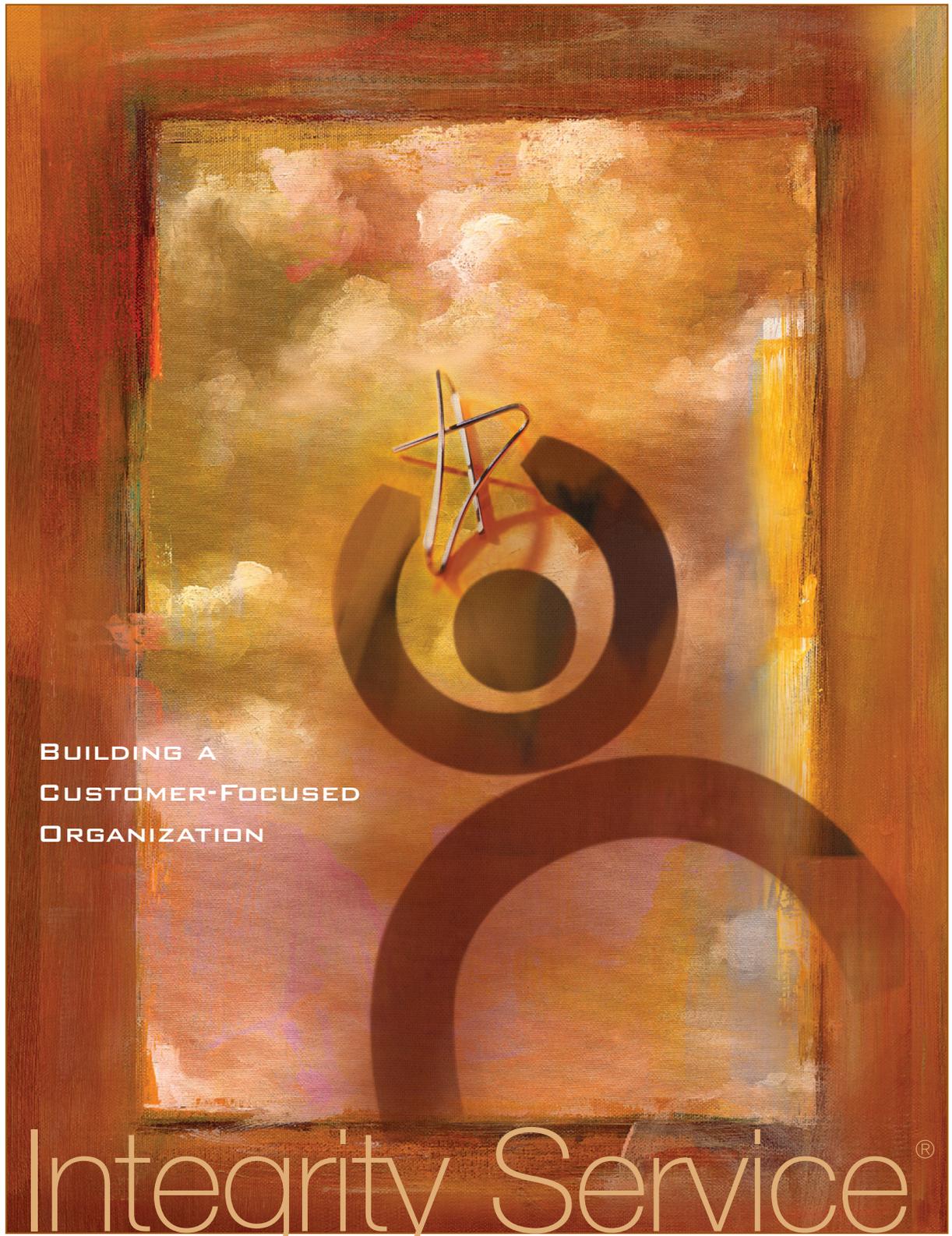


Executive Overview



BUILDING A
CUSTOMER-FOCUSED
ORGANIZATION

Integrity Service®



Integrity Service® Executive Overview

Empowering Success Through Behavior Change and Superior Service

OVERVIEW

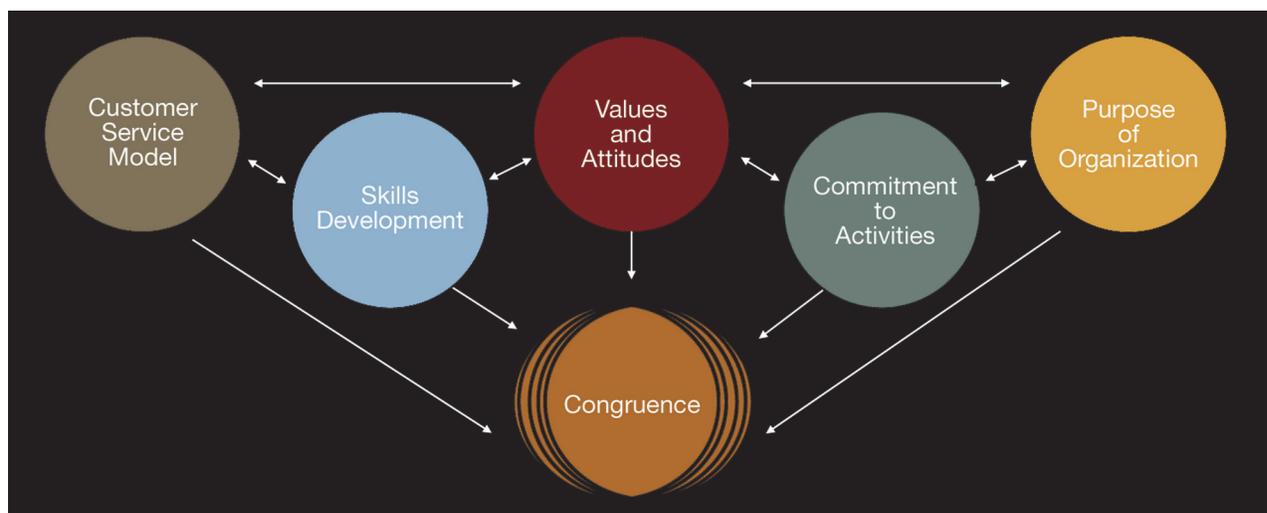
Integrity Service® is a comprehensive process designed to help employees, managers, and leadership develop the appropriate values, skills and behaviors necessary for a **customer-focused organization**.

The goal of Integrity Service is to affect **behavior change**, not just teach skills. This is accomplished through practice, repetition and positive reinforcement. Integrity Service installs a process where principles of good service become automatic behaviors.

Integrity Service gets people communicating, listening, understanding, and valuing each other **across organizational lines**. Not only are individual skills heightened, but a **powerful synergy** is also developed—which impacts the entire organization's culture.

Employee productivity results when certain dimensions are in congruence. Integrity Service process helps bring the following dimensions into congruence, so little or no dissonance occurs. This **inner congruence frees people** up to become even more productive.

INTEGRITY SERVICE® CONGRUENCE MODEL



Integrity Service® is based on strong values and ethics. The integrated Manager's Coaching Modules help managers coach people to **higher performance** by focusing on strengths. Through **focused reinforcement and coaching**, long-term success increases dramatically.

CUSTOMER-FOCUSED CULTURE

Integrity Service® establishes the foundation for cultural transition. It creates and enhances positive customer-focused behaviors, utilizing the participation of everyone in the organization. In order to truly affect the culture of the organization, Integrity Service **impacts and energizes the vital links in the Service-Profit Chain**. This entails both external customer and internal employee relationships.

Outstanding leaders understand that when they champion service and establish a culture where employees are valued and satisfied, external customers will benefit and become more loyal, and employee productivity rises. As a result, the organization will continue to grow and be successful.

THE SERVICE PROFIT CHAIN



Putting the Service-Profit Chain to Work,
Harvard Business Review, 1994, 2000.

COMPONENTS OF INTEGRITY SERVICE®

Managers' Pre-Seminar Orientation: Explains how Integrity Service dynamics work to create a customer-focused organization. Sets leadership expectations and emphasizes the importance of leaders and managers modeling and coaching the process.

Pre/Post Service Skills Assessment: Assesses individual perception of customer-focused skills.

Integrity Service Seminar: (3 Hours) Creates the foundation for the seven-week follow-up sessions.

Structured Seven-Week Follow-Up Process: Develops internalized customer-focused skills, attitudes and behaviors through weekly assignments and practice of course concepts. Manager's coaching sessions get leaders reinforcing new behaviors and building and developing their people.

Integrity Service follow-up delivery options include instructor-led via classroom, teleconference or blended e-learning model.

Performance Accelerators: Keeps the culture alive through six reinforcement modules implemented four to six months after completion of the seven-week follow-ups.

WHAT PEOPLE WILL LEARN

| ALL EMPLOYEES LEARN | LEADERS, MANAGERS AND SUPERVISORS ALSO LEARN | ADDITIONAL REINFORCEMENT MODULES |
|---|--|--|
| <p>How Their Job Impacts Customer Satisfaction & Loyalty</p> <p>A Six-Step Customer Satisfaction System</p> <p>A Problem Solving Formula</p> <p>The Importance of Attitudes, Values and Work Ethics</p> <p>A Simple Behavior Styles® Language</p> <p>Real World Application</p> <p>How to Use the Skills With Internal & External Customers</p> | <p>Their Role in Developing a Service Culture</p> <p>How to Model Appropriate Behaviors</p> <p>How to Build People Through One-on-One Coaching</p> <p>What Causes Employee Performance</p> <p>How to Create a Climate for Self-Motivation</p> <p>How to Build Team Synergy</p> <p>How to Keep the Skills Alive</p> | <p>Learning More About Behavior Styles®</p> <p>Gaining Cooperation from Others</p> <p>Building Positive Self-Beliefs</p> <p>Assessing Your Values and Congruence</p> <p>Becoming A Better Problem Solver</p> <p>Setting Motivational Goals</p> |

UNIQUE ADVANTAGES

Discovery Learning: Integrity Service® employs a powerful learning process we call *Discovery Learning*. *Discovery Learning* is an experiential environment where questions are asked and situations created that cause people to learn for themselves. The sessions are structured to get people actively practicing certain principles and discovering answers and solutions themselves.

Behavior Change from Follow-Up: The objective of Integrity Service is to cause positive behavior change. To accomplish this, a follow-up process is included that entails understanding resistance to change; utilizing a successful service model; repetition of practice; a non-critical environment; positive reinforcement by coaches; congruence of knowledge, skills and inner dimensions; and time-lapse.

Impacts the Whole Person: Many studies conclude that approximately 85% of success is based on attitudes and 15% on the skills developed. For this reason, Integrity Service deals with the inner issues that cause success: *achievement drive, values, attitudes and self-beliefs*.

Universally Applicable: Integrity Service is relevant in the global marketplace because of its principle-based foundation. It is applicable to all levels of experience from novice to seasoned professional.

Comprehensive: In addition to a customer service skills model, Integrity Service also includes team building, communication, problem-solving, leadership, coaching, quality improvement, recognition, and diversity issues.