



• Steve Yeatts, M.Ed., Chief Motivational Officer



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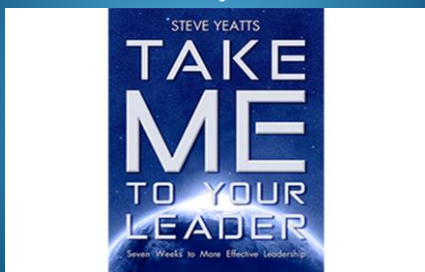
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Gift for you...



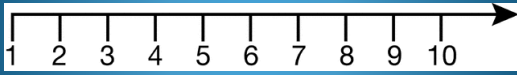
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How Your Culture Reveals Your Leadership





What's Your Culture Score?



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The 5 L's of Leadership



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The Love of Leadership

Love the team!

Love the customers!

Love what you do!

We live in a fear-based era – let love reign!

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The Language of Leadership

Teams don't believe in leaders who speak "Whinese."

Effective leaders are compassionate.

Effective leaders are enthusiastic and motivate the team with their words.

"The difference between the right word and almost the right word is the difference between lightning and a lightning bug." -Mark Twain

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The Listening of Leadership

Undivided attention

Resist the urge to trust the sounds of silence

Quick to hear and slow to speak

"There's a difference between listening and waiting for your turn to speak." -Simon Sinek

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The Learning of Leadership

Leading also means being led...

Successful leaders always study other people.

"The most dangerous leadership myth is that leaders are born – that there is a genetic factor to leadership. Leaders are made rather than born." -Warren Bennis

Book recommendation: *Good to Great* by Jim Collins

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The Legacy of Leadership

Leaders often worry about their legacy.

Whose shoulders are you standing on?

You determine your legacy – the team’s “fish story” trumps yours...

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E.I. E.I. E.I. OH!

- Three major components necessary to be an inspirational team member:
- Where do you rank on the Energy Index?
- Energy taker
- Energy waster
- Energy giver
- Book recommendation: *The Energy Bus: Ten Rules to Fuel Your Life, Work, and Team With Positive Energy* by Jon Gordon

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E.I. E.I. E.I. OH!

- Emotional Intelligence
- Are you self-aware and self-motivated?
- Are you socially aware?
- Are you empathetically and compassionately connected to the team?
- Book recommendations: *Emotional Intelligence & Primal Leadership* both by Daniel Goleman

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E.I. E.I. E.I. OH!

Empowerment Insight:

“Companies should empower frontline staff to do what the supervisor ultimately does, without having to check with the supervisor each and every time.” --Ron Kaufman

The story of a “Rose.”

An empowered person invites others to discover, develop, and share their own power.



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Hall of Fame or Hall of Shame?

- Amazon?
- AT&T?
- Dish Network?
- Chick-fil-a?
- Bank of America?
- Marriott?
- Direct TV?
- Kroger?
- Apple?
- Comcast?
- Your brand?



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Brand Your “Hall of Fame” Stories

- Professionally produce your team’s success stories to promote your services.
- Reward your “day-makers” with consistent recognition.
- Make your standards what your competition would consider to be above and beyond.

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Embracing Your Customers' Experience

- Your customers' perception is their reality
- Don't argue people's perception with them – even if they're wrong to you, they're right...



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What "They" Say vs. What "We" Say

- Bain & Company Survey of customers of 362 companies:
- Only 8 % of customers surveyed described their experience as superior.
- Yet, 80% of the companies surveyed believed that the service they provided was indeed superior.

• D'Jolles, John. What's the Secret to Providing a World-Class Customer Experience? Hoboken, New Jersey: John Wiley & Sons, Inc., 2008. Print.

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Customer Service Myths

"We're darn good."

"I haven't heard any differently, so I guess we're doing all right."

That customer is a pain in the *#@ - we don't need that kind of hassle."

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Customer Service Realities

“There is no ribbon cutting ceremony in customer service.”

“We ask our customers how we are doing every time we interact.”

“That tough customer will teach us more about ourselves than the pleasant one will.”

“I’m aware that sometimes I don’t have my A-Game with my attitude and I’m determined to improve that.”

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First Class Customer Service

How do you define it when you’re the customer?

How do your customers define it?

Who do you tell? How does it make you feel?

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First Class Customer Service for External Customers

People want to know WIFEM (even if it’s free)

Tap into the power of THANK YOU

Directors of First Impressions

Make it fun for the customers!

Be passionate and COMPassionate!

Do the right thing with the right attitude

“Dance” with the customer

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First Class Customer Service for Each Other

Be NICE!

Don't hold the applause

Encourage each other

Celebrate your differences (it takes all kinds of kinds)

Don't tolerate toxicity

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The Culture is up to YOU!

A culture of connection and accountability will advance your service efforts.

A culture is created, not mandated.

Every team member is crucial to the culture – nobody is “just a _____.”

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Info To Go

- Work hard every day on being self-aware.
- The customer's perception rules!
- Constantly coach each other up and hold each other accountable.
- Find out early and often what kind of experience your customers are having.

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Info To Go

- Bring your A-game attitude - daily!
- Stay close to the campfire!
- Creating (and sustaining) the culture starts with YOU!
- Make your standards what others would consider to be above and beyond.

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