

STRATEGY # 4: CREATE MAGIC THROUGH TRAINING

Part 4

4. Teach by example. Leaders who demand excellence need to model excellence, or else they have no credibility. I discovered early on that employees learned more from seeing me pick up a candy wrapper and carry it to a trash receptacle than from any lecture I could have given on maintaining a clean work environment. Also, I never asked people to do things I wasn't willing to do myself. They say a picture is worth a thousand words. Well, if you ask me, an action is worth even more. Your people will learn more from observing you than from what you tell them, so always lead by example.

I read two quotes about parenting recently that also apply to leaders: "You should not worry that your children are not listening to you. You should worry that they are always watching you" and "What you teach your children you teach *their* children."

5. Teach the principles of great service. No matter what kind of business or industry you are in, great service is critical to your company's success. At Walt Disney World, frontline Cast Members are taught the "7 Guest Service Guidelines," which establish a standard of friendly, courteous, considerate treatment for all Guests. These service guidelines aren't just tacked up on a wall someplace; they are an integral part of the training that every Cast Member receives. Here's how:

- ❖ *Make eye contact and smile.* Cast Members are taught to begin and end every interaction with a Guest with direct eye contact and a sincere smile.
- ❖ *Greet and welcome each and every Guest.* Cast Members are trained to extend an appropriate greeting to every Guest they come into contact with.
- ❖ *Seek out Guest contact.* Cast Members are expected to reach out to Guests who need assistance and to know all the necessary information, from first aid and safety procedures to the location of shops and restrooms.
- ❖ *Provide immediate service recovery.* Cast Members are trained in how best to resolve service problems, from poorly prepared food to rooms that were not cleaned properly, and are taught how to rapidly find the appropriate information or person when they don't have the solution.
- ❖ *Display appropriate body language at all times.* Cast Members are coached in posture, facial expression, and other aspects of professional appearance to create the best impression on Guests.
- ❖ *Preserve the "magical" Guest experience.* All the training and development is geared toward teaching the Cast how to make Disney magic.
- ❖ *Thank each and every guest.* Cast Members are taught to show appreciation to each and every Guest and to complete each and every interaction with a thank you and a smile.

How could these 7 Guest Service Guidelines assist us in enhancing our customer service?

Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.

The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.

Faith is taking the first step even when you don't see the whole staircase.

Martin Luther King Jr.