

ShortCuts™

The ShortCuts™ sessions are designed as follow-up reinforcement for service performance. The ShortCuts™ sessions are created to allow on-site managers to conduct topical discussions with their employees about various concepts of service performance and implement applicable ideas into their daily operations.

The transference of learning's from the training event to real world application has long been a concern for senior management. Two reasons stand out as issues why transference doesn't take.

- Accountability on managers and employees for doing things differently (concepts learned in the training)
- Lack of follow up reinforcement for ideas and concepts covered in the training.

While changes in the accountability structure of a company cannot be addressed solely by an outside agent, the follow up reinforcement can be created to facilitate taking ideas from the seminar event to the job.

There are ShortCuts™ sessions for all the sub-modules of the Service Advantage™ program. Addressing your needs, we can customize sessions for you. The suggested ShortCuts™ sessions are as follows:

- Be The Customer
 - The customer's perception is the determination of value and their repeat business and referrals.
 - Viewing your operation from the customer's point of view.
- Recovery I
 - The critical customer impression point
 - The leverage point for making or breaking customer relationships
 - Importance of positive initial frontline reaction
- Recovery II
 - Guidelines for creating an effective recovery process
 - Recovery effort follow up

The ShortCuts™ sessions are approximately 20 minutes in length and designed to be covered in the context of employee meetings. The sessions are manager-led and structured to allow managers and employees to create and implement new service performance ideas. The sessions are supported by:

- Manager's Guide (pamphlet)
- Master for employee/workgroup handouts
- Short video "case study" segment
- Action Plan Guide

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