

Jake Poore's Most Requested Presentations...

The Power Of Storytelling

Most employees do not remember models, concepts and graphs, but when told an engaging story, not only do they understand the concept or message, they can retell the story to others, thus sharing the message and reinforcing the organization's culture. Organizations known for providing world-class service are also known for their ability to tell stories and motivate others through storytelling.

Creating The Blueprints For A World-Class Service Culture

Dissect the cultural DNA of corporations known for their world-class service, delivered consistently and virtually seamlessly through the eyes of the customer. Share insights on how they implement such a culture and how those insights can be hardwired to your business as well. Jake will share blueprint elements from the Walt Disney Company, Southwest Airlines, Ritz-Carlton, Nordstrom and others, and will share insights on the secrets to their execution and success.

Creating Legendary Leaders

In today's workplace, very few leaders are great at everything when it comes to managing people, places and processes. Learning strategies that have helped experts in a variety of managerial capacities can give you new insights into areas that may need improvement. Some of us are strategic thinkers and some of us do better with implementing tactics. In this program you'll gain insights into both. Your challenge will be to assess your own talents and strengths to determine how best to incorporate these strategies into your unique situation.

Leading And Inspiring Service Excellence

Does your daily walk mirror the way you want to do business? We will look for ways to close that gap and build a plan for you to lead by example. This speech addresses your role as a service leader and how to bring your organization's Service Culture to life.

Creating Service Champions-- What to Do With "Drivers and Draggers"

Understanding the Difference between Your Job Tasks and Your Role

Naturally, the key to service excellence success lies in the personal involvement of those front-line service providers who are responsible for delivering on the corporate promise. Helping them to move from focusing on their "job tasks" to understanding their "role" in the overall "show" is paramount. Like the story of the stonemason who replied when asked what he was doing, said he was not just laying stones, rather, he was "building a cathedral." Last, but not least, is the need for accountability. High performance must be encouraged and rewarded, while people displaying undesirable behavior must be held accountable at every

level. The goal is to take mediocre, or even sub-par service to the level of excellent service.

Creating Customer Advocates by Individual “Magic Moments”

At the Walt Disney Company, 65,000 cast members are encouraged to take 5 minutes with one guest once a day in hopes of creating “a magic moment.” In this workshop, you will learn how something as simple as “take 5” can significantly impact both your customers’ / patients’ and employees’ experiences in your organization.

How To Localize Service Delivery

A global service strategy is a useful in aligning all your employees to your culture, but when applying the global strategy to your local hospital, department, or team, some elements may not make much sense – How exactly does the receptionist answer the phone with “Eye contact and a smile”? Leaders will learn both how to and the benefit of localizing your service strategy for each department or work team. Localizing service delivery works well with any global service strategy.

Creating The Ideal Customer Experience Through Touchpoint Mapping®

As a customer, nothing is as frustrating as being passed from one department to another, only to be asked for the same information over and over again. “Didn’t I *just* give you my address?” The Touchpoint Map® is a tool in which you map out each (major) step in the typical customer/patient experience, focusing on handoffs between people and departments. Next, you will look for ways to improve the experience one touchpoint at a time. During this speech, participants will learn to use this tool to create *ideal experiences* for your customers.

Elevating Satisfaction To Drive Loyalty

There are numerous reports on companies’ customer satisfaction ratings and their percentage of “satisfied” customers. The problem with satisfaction ratings is that “satisfied” is not a great indicator of customer intentions. You may be “satisfied” with your dry cleaner, but does that mean you won’t ever try another one? No. Wouldn’t you rather your customers be “highly satisfied” at least? How about fulfilled? How about *loyal*? If you are loyal to your dry cleaner, you’ll never try another, even if it is half off.

Picture Perfect

Paying Attention to What the Customer Hears, Sees, Smells, Touches, and How it Makes Them Feel

Everything in your organization “speaks”... from the dead plants in the lobby, to the employees smoking in front entrance, to a messy desk with confidential files

strewn all over it. We explore from the customer's viewpoint: what they hear, see, smell, and touch... and how all this makes them feel.

Understanding Customer Expectations

Since loyalty comes from truly exceeding expectations, it is critical for each customer group and each service experience to be identified and examined to know what expectations are, so they can be exceeded consistently.

Hardwiring Your Culture Into Your New Employee Onboarding Program

Your New Employee Onboarding program shouldn't be mind-numbing eight hours of information employees "haveta" know but will never remember. When new employees begin their career within your organization, you want to lay a foundation that will have a profound impact on their future success. We have done extensive research on the impact of onboarding programs and how employees will support your organization's service efforts. Whether a new employee will directly contact customers, or provide internal service and support to those who do, your new employee onboarding program has to communicate and model the values that define your organization's service culture – literally from "day one."

Recruitment & Selection - What Is Your Story?

Recruitment and selection involves thousands of dollars and hundreds of hours spent creating and distributing marketing and branding, interviewing potential employees, and ultimately selecting the best candidates. What would individuals say about your organization after they have gone through the recruitment and selection process - even if they are not chosen for the job? Leaders will learn the importance of telling your organization's story during recruitment, not only to impact new employees, but also to impact potential new customers.

The Disney Series....

What Would Disney Do: How Disney Does Service

What Would Disney Do: How Disney Does Leadership

What Would Disney Do: If Disney Ran Your Food Service

What Would Disney Do: If Disney Ran Your Housekeeping

What Would Disney Do: If Disney Ran Your Hospital