

Leading a Culture of Service Excellence

Lessons From the Mouse

Presented at the

52nd Annual Fall Conference & Expo

by Dennis Snow



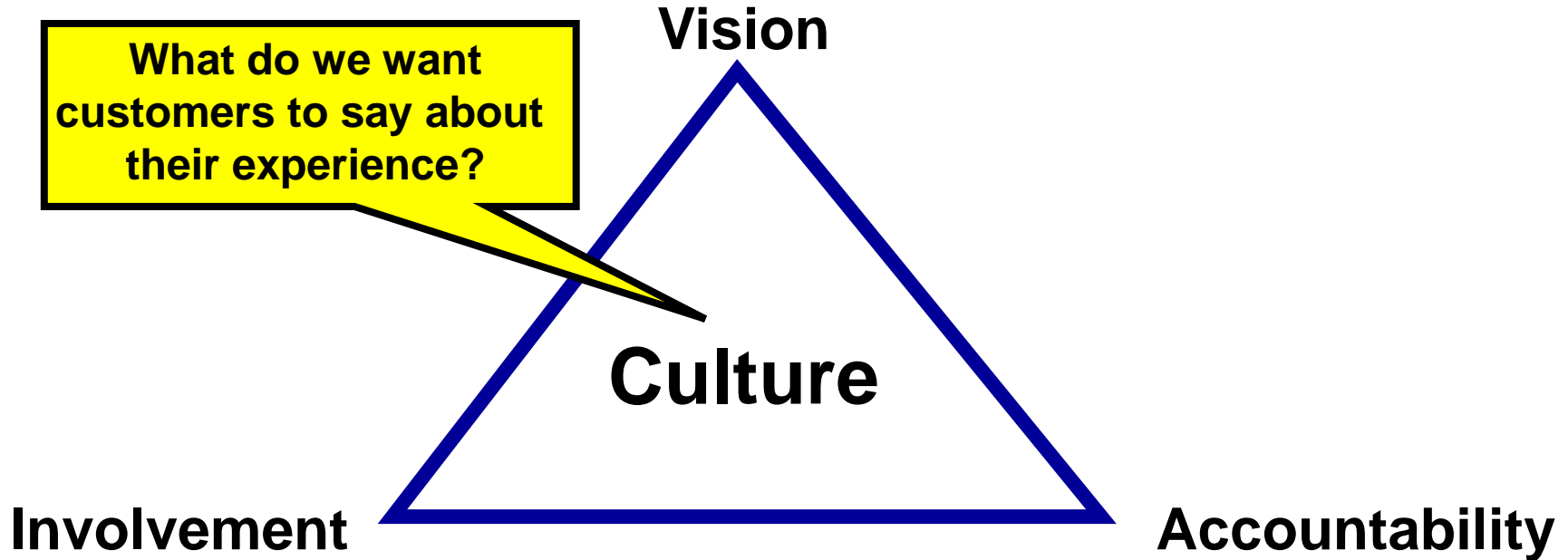
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Walt Disney World

- It was a **magical experience**
- They paid attention to **every detail**
- They made us **feel special**



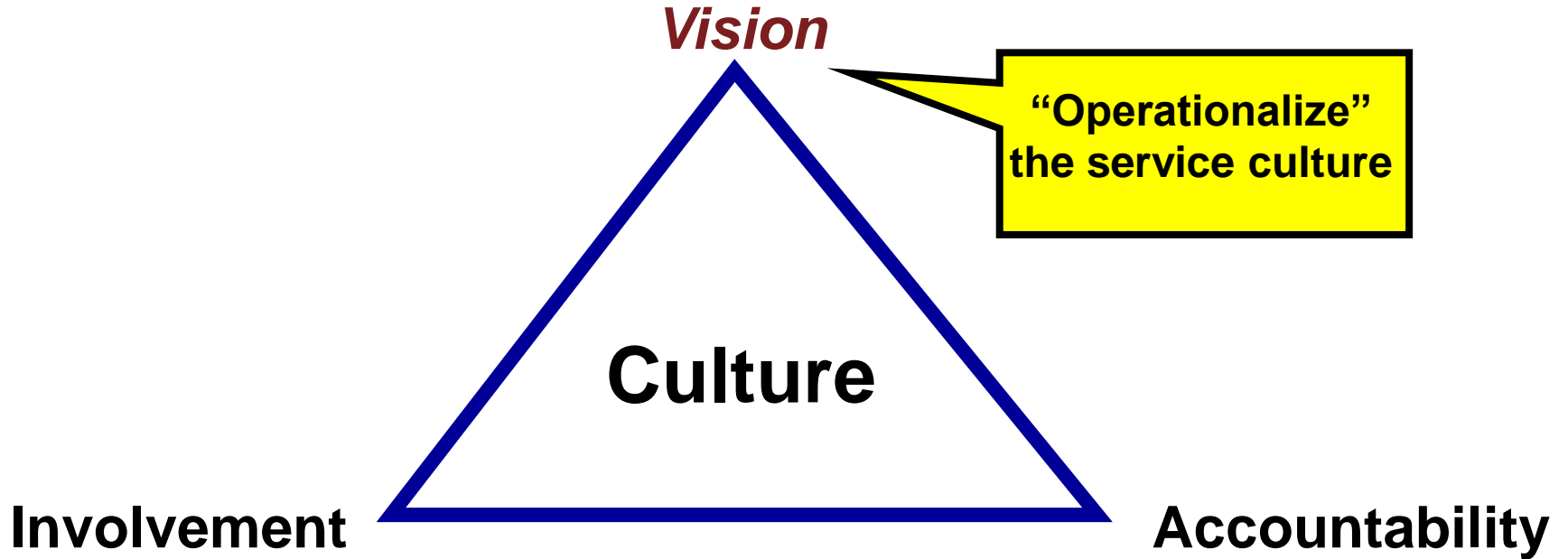
**Culture must be described
in terms of behaviors**





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Training and Communication

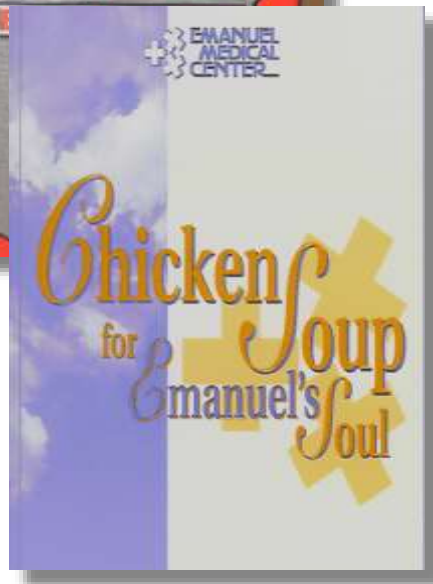


Effective training and communication ensures the employee:

- | Is **proud** of the organization
- | Understands the **true product**
- | Understands what is **expected**



Communication



Leaders must be **relentless
in reinforcing the vision**



Interviewing and Selection



Selection – Key Attributes

- **Skills**
- **Knowledge**
- **Talents**



Select for Talent

Study your best!!



Interviewing and Selection

Listen and watch for:

- | **Sincerity of responses**
- | **Specifics and details**
- | **Appropriateness for your culture**



**The interviewing and
selection process should
model the culture of the
organization**



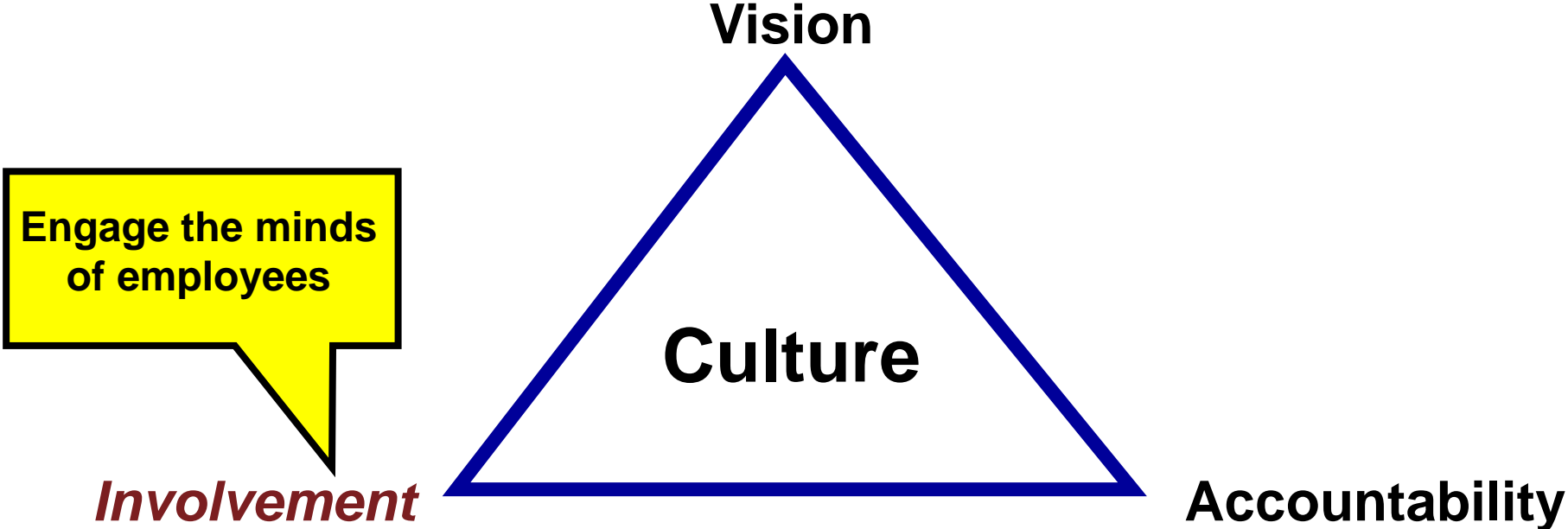


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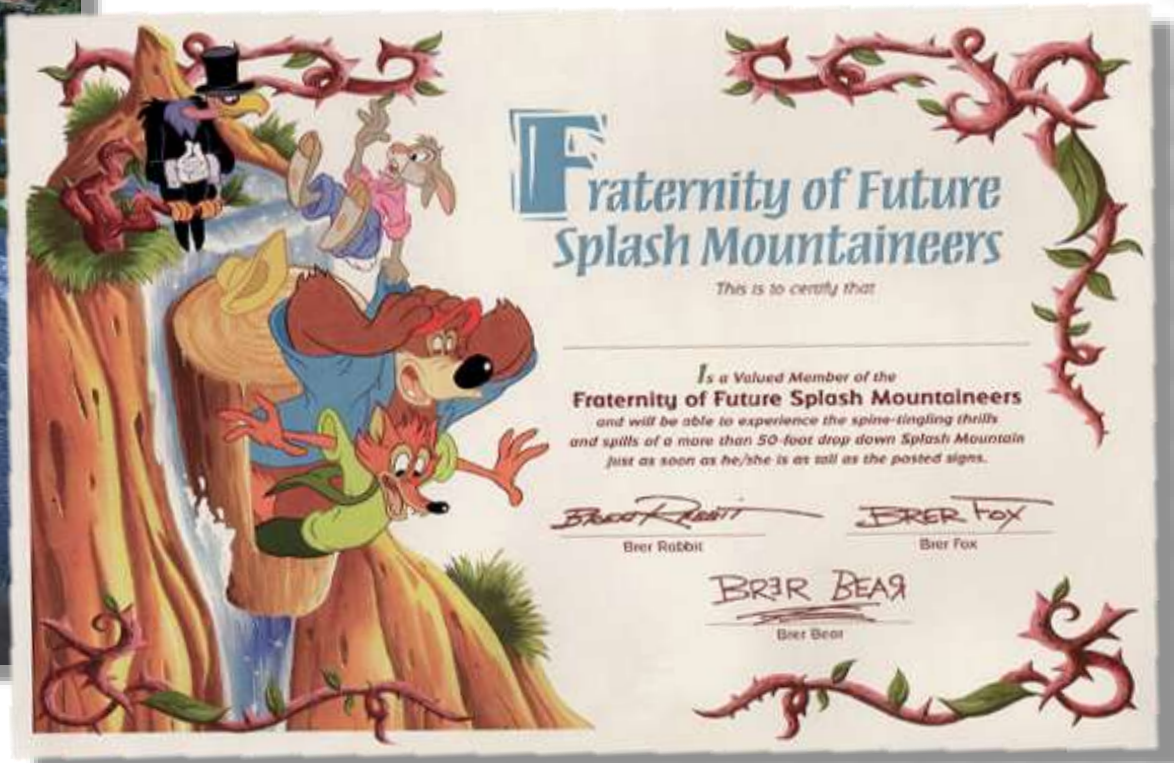
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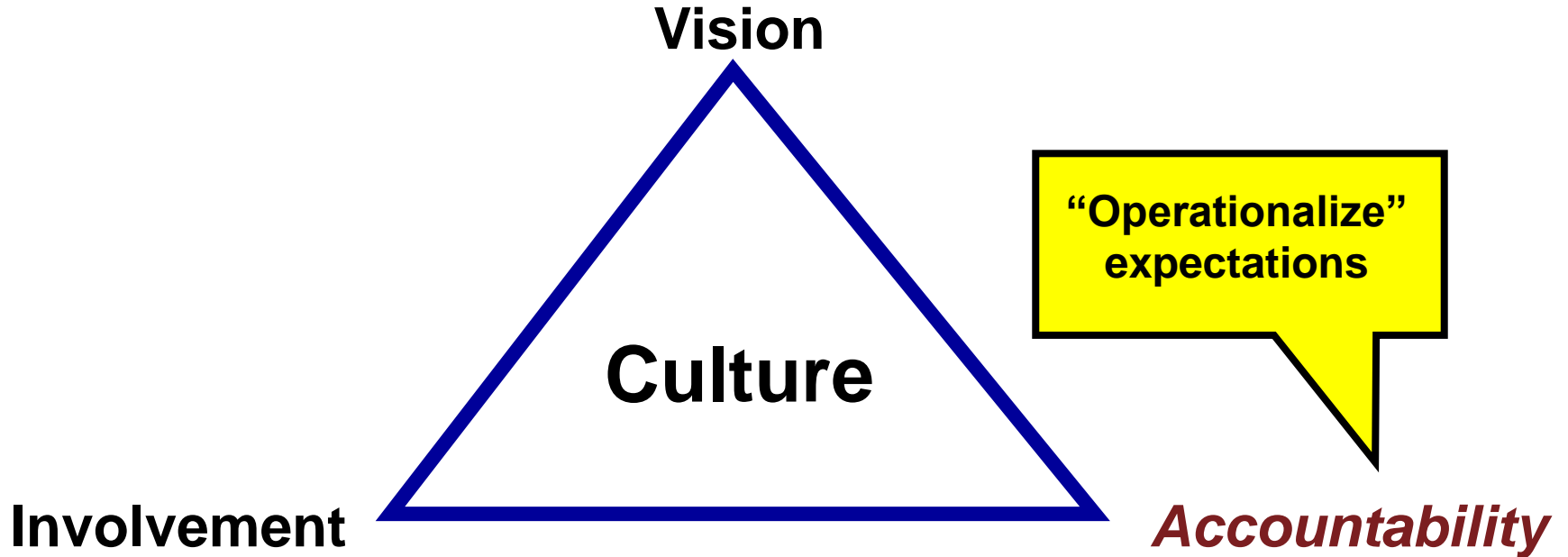


Barriers to Service Excellence





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**“Intolerable service
exists because intolerable
service is tolerated.”**



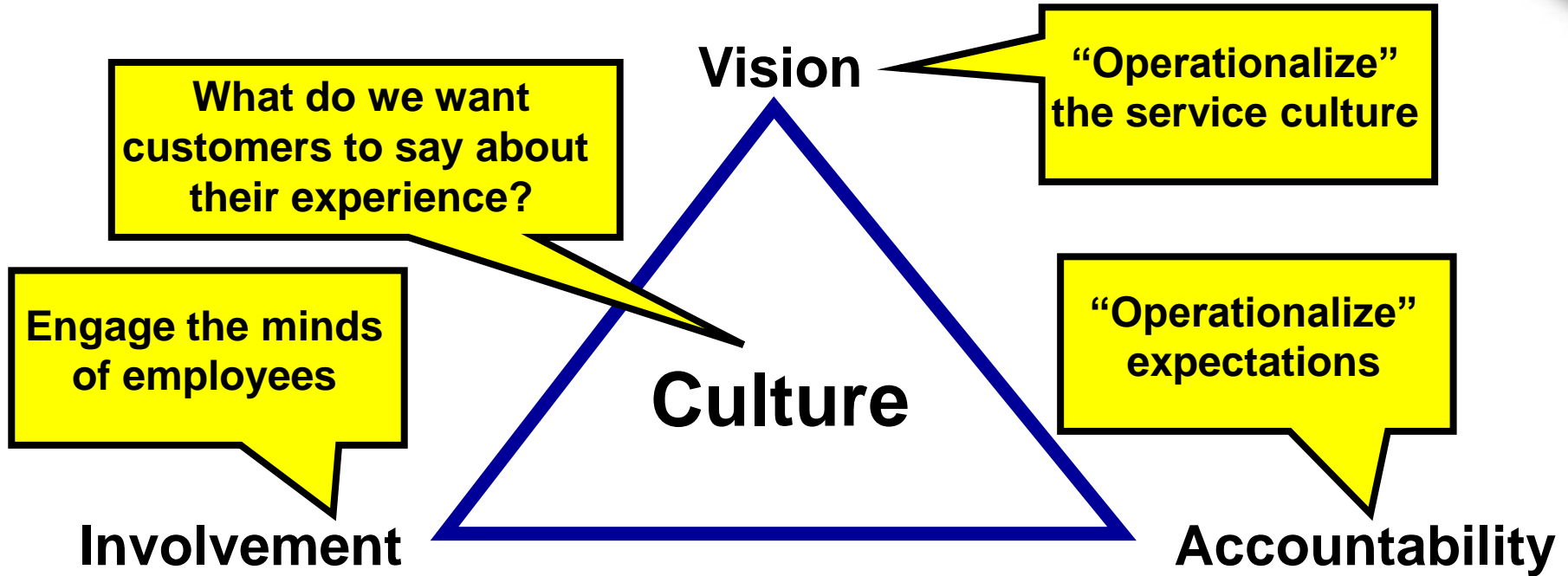
Never let the **coaching
moment go.**



Never let the **recognition
moment go.**



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Customer Loyalty





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