

# SECTION TWO: PRACTICAL IMPRESSIONS

Practical questions & exercises from this section for personal application



## HOW DID THE PRACTICAL IMPRESSIONS FROM THE PREVIOUS SECTION GO?

**#1:** WHAT ARE THE TOP 3 CHALLENGES & THE TOP 3 OPPORTUNITIES AT YOUR BUSINESS RIGHT NOW FOR A SERVICE ARCHITECT? COME UP WITH A PLAN TO ADDRESS EACH ONE OF THESE.

- 1.
- 2.
- 3.

**#2** NAME 2 THINGS YOU HAVE DONE TO SHOW HOW YOU HAVE DEMONSTRATED EXCEPTIONAL SERVICE LEADERSHIP THIS WEEK?

- 1.
- 2.

**#3** HOW HAVE YOU BEEN SUFFICIENTLY EMPOWERED TO BE A SERVICE ARCHITECT?

**#4** LIST HOW YOU HAVE EMPOWERED OTHERS TO BE SERVICE ARCHITECTS

**#5** WHERE, IN THE AREA IN WHICH YOU WORK, IS MORE “LIGHT” NEEDED? HOW CAN YOU WORK TO ACHIEVE THAT?

**#6** IN THE L.I.G.H.T. ACROSTIC, WHICH ONE DO YOU THRIVE IN, AND WHICH ONE TO YOU MOST STRUGGLE WITH?

**#7** HOW HAVE YOU LED WITH A HAMMER AND HOW HAVE YOU LED WITH A SHOVEL?

**#8** WHAT IS YOUR ROLE IN THE ORGANIZATION AND HOW DOES IT DELIVER EXCEPTIONAL CUSTOMER SERVICE?

**#9** HOW MANY PEOPLE DID YOU TALK TO IN THE PAST WEEK ABOUT WHAT YOU ARE LEARNING IN CUSTOMER SERVICE IMPRINTING, AND WHAT WERE SOME OF THE FEEDBACK YOU RECEIVED FROM THOSE YOU SHARED WITH?

**#10** HOW IS YOUR TITLE HELPING AND HINDERING YOUR ROLE IN DELIVERING OR LEADING OTHERS TO DELIVER EXCEPTIONAL CUSTOMER SERVICE?

**BONUS** MEMORIZE CUSTOMER RELATIONSHIP IMPRINTING ELEMENT NUMBER TWO:

## “ENLIST & EMPOWER SERVICE ARCHITECTS”

CUSTOMER RELATIONSHIP IMPRINTING DEFINITION:

**THE ABILITY TO ATTRACT, ACQUIRE AND RETAIN MORE CUSTOMERS WHO FOLLOW YOU REGARDLESS OF CIRCUMSTANCES**

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# SECTION TWO: GROUP THERAPY SESSION

For group reading, team building and group discussion



## REVIEW YOUR PREVIOUS GROUP THERAPY SESSION QUESTIONS & TASKS BEFORE BEGINNING THIS SESSION

**#1:** AS A GROUP, WRITE DOWN THE BEST POTENTIAL CUSTOMER COMMENTS YOU COULD EVER GET! THEN, LIKE DISNEY, LOOK BEYOND THE REBAR TO DETERMINE THE STEPS NEEDED TO MAKE THE COMPLIMENTS A REALITY.

**#2:** HAVE EACH STAFF MEMBER PARTICIPATING IN GROUP THERAPY IDENTIFY NEW WAYS THEY WILL EMPOWER OTHERS TO BECOME SERVICE ARCHITECTS.

**#3:** HAVE EACH STAFF MEMBER PARTICIPATING IN GROUP THERAPY WRITE DOWN A LIST OF WAYS THAT THEY HAVE BEEN EMPOWERED BY THEIR CAPTAIN TO MAKE THEIR CUSTOMER'S DAY.

**#4:** IDENTIFY AT LEAST 3 THINGS THAT SERVICE ARCHITECT TRAINING IN YOUR ORGANIZATION MUST INCLUDE AND DISCUSS AT THE NEXT GROUP THERAPY SESSION.

**#5:** IDENTIFY AT LEAST 3 WAYS IN WHICH YOUR ORGANIZATION CAN REWARD AND HIGHLIGHT EXCEPTIONAL CUSTOMER SERVICE PROVIDED BY TEAM MEMBERS AND REVIEW IN THE NEXT GROUP THERAPY SESSION.

**#6:** DISCUSS IDEAS IN THE GROUP THERAPY SESSION AS TO HOW TO BENCHMARK AND TRACK YOUR CUSTOMER SERVICE EFFORTS IN ORDER TO SHOW PROGRESS AND IDENTIFY WHAT WORKS/DOESN'T WORK AND WHAT EFFORTS YIELD THE HIGHEST BENEFITS.

**#7:** HAVE THE PARTICIPANTS IN THE GROUP THERAPY SESSION START A LIST WHICH WILL BE MAINTAINED THROUGHOUT THIS PROCESS. THE LIST SHOULD CONTAIN:

1. WHAT IS BEING TRIED?
2. CAN IT BE REPLICATED?
3. IS IT SUSTAINABLE?
4. WHAT ARE THE HARD COSTS?
5. WHAT ARE THE SOFT COSTS?
6. WHY DO YOU FEEL IT IS SOMETHING THAT WILL POSITIVELY IMPACT YOUR BUSINESS?
7. WAS IT SUCCESSFUL?
8. WHAT WAS THE LIFT, IF ANY, THAT CAN BE ATTRIBUTED TO EACH EFFORT?

**#8:** HAVE EACH MEMBER OF THE GROUP THERAPY SESSION SHARE THE FOLLOWING:  
WHAT IS ONE EXAMPLE OF EXCEPTIONAL CUSTOMER SERVICE THAT EITHER THEY PROVIDED OR WITNESSED IN THE PAST WEEK? AND WHAT IS ONE MISSED OPPORTUNITY OF PROVIDING EXCEPTIONAL CUSTOMER SERVICE THAT EITHER THEY MISSED OR OBSERVED SOMEONE ELSE MISSING IN THE PAST WEEK?

**#9:** HAVE EACH STAFF MEMBER PARTICIPATING IN THE GROUP THERAPY TO BRING IN A LIST OF CANDIDATES THAT THEY SEE AS SERVICE ARCHITECTS AND DISCUSS IN THE NEXT GROUP THERAPY SESSION.

**#10:** WHO IS THE LEADER IN YOUR ORGANIZATION THAT IS MOST LIKELY TO “TAKE A CUSTOMER'S DOG OUT FOR A POOP?” WHY?