

# SECTION FIVE: PRACTICAL IMPRESSIONS

Practical questions & exercises from this section for personal application



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

**#1:** WHAT BEHAVIORS SHOULD YOUR BUSINESS RECOGNIZE AND REWARD MORE THAN YOU CURRENTLY DO?

WHAT IMPROVEMENTS CAN YOU MAKE TO ENSURE EVERY EMPLOYEE UNDERSTANDS AND SEES THEIR ROLE IN THE GREATER MISSION OF YOUR COMPANY?

**#2** YOUR CULTURE IS THE RESULT OF WHO AND WHAT YOU REWARD. KEEPING THIS IN MIND, WHAT DOES YOUR CULTURE TELL YOU?

**#3** WHAT DO YOUR EMPLOYEES SAY ABOUT YOUR CULTURE?

WHERE ARE THE SURPRISES?

**#4** WHAT ARE THE “UNSPOKEN” CULTURAL TRUTHS IN YOUR ORGANIZATION?

DO THEY CONFLICT OR ALIGN WITH THE SPECIFIED CULTURAL TENANTS IN YOUR COMPANY?

**#5** WHAT’S THE GREATER MISSION OF YOUR BRAND & DO ALL YOUR EMPLOYEES KNOW WHAT IT IS?

**#6** WHO IS AN EMPLOYEE THAT YOU SAW THEIR POTENTIAL AND HAVE WATCHED THEM THRIVE WITHIN YOUR ORGANIZATION?

**#7** NAME THE EMPLOYEE WHO GOT AWAY. WHAT DID YOU MISS AND WHAT WOULD YOU DO DIFFERENTLY NEXT TIME?

**#8** WHO IS WORKING FOR YOUR ORGANIZATION THAT YOU MAY HAVE OVERLOOKED THEIR POTENTIAL?

**#9** WHAT PROCESSES ARE IN PLACE TO MAKE SURE YOU DON’T MISS UNTAPPED POTENTIAL?

**#10** WHAT ARE SOME WAYS YOUR ORGANIZATION NURTURES YOUR SERVICE CULTURE? MAKE THE LIST AS LONG AS YOU CAN.

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

## “NURTURE THE CULTURE”

CUSTOMER RELATIONSHIP IMPRINTING DEFINITION:

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

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# SECTION FIVE: 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 HAVE AN HONEST CONVERSATION ABOUT WHO AND WHAT GETS REWARDED AT THE VARIOUS LEVELS OF YOUR ORGANIZATION. CELEBRATE WHEN YOU’RE GETTING IT RIGHT AND DISCUSS HOW TO FIX THE ERRORS.

**#2:** COORDINATE WITH YOUR HR DEPARTMENT AND SEND OUT AN ANONYMOUS SURVEY TO ALL EMPLOYEES ASKING POINTED QUESTIONS ABOUT HOW EMPLOYEES EXPERIENCE YOUR COMPANY CULTURE. DISCUSS AT NEXT GROUP THERAPY SESSION

**#3** WHICH “DOG” IS BEING FED THE MOST IN YOUR CULTURE? DISCUSS IF IT’S THE NEGATIVE OR THE POSITIVE ONE. GIVE EXAMPLES

**#4** IF “WHAT YOU FEED IS WHAT WILL LEAD” IS TRUE, DESCRIBE WHAT IS LEADING AND PROMINENT IN YOUR INTERNAL CULTURE. SHARE THE WINS AND THE CHALLENGES.

**#5** WHAT ARE SOME OF THE HIDDEN FACTORS THAT STARVE/FEED YOUR SERVICE DNA?

**#6** HOW IS YOUR CURRENT CULTURE EFFECTING THE LAW OF THE TRIPLE IMPACT?

**#7** LIST A FEW WAYS YOUR CULTURE IS IMPROVING

**#8** IF KINDNESS IS CURRENCY, HOW ARE THE RICH TREATED WITHIN YOUR CULTURE?

**#9** ASK EVERYONE TO SHARE SOMEONE INSIDE AND OUTSIDE YOUR ORGANIZATION THAT THEY ARE INVESTING IN.

**#10** HOW DOES INVESTING IN YOUR INTERNAL CULTURE HELP YOU ATTRACT, ACQUIRE AND RETAIN MORE CUSTOMERS WHO FOLLOW YOU REGARDLESS OF CIRCUMSTANCES.