



CUSTOMER INSPIRATION LEADERS

Jaquie
scammell

TWO DAY IN HOUSE PROGRAM

Beyond functional leaders

When you have a team of highly competent functional leaders in the workplace, they are often spending most of their time supervising a task or fixing problems.

Most functional leaders work in highly structured environments where there are many processes and rules to be followed. Perhaps there are targets both in sales and in costs that they are continually trying to meet. The time and energy left to inspire the frontline staff and as a result their development in customer engagement is often the least priority.

Every time your leaders show up to work it's an opportunity to motivate and energise their teams by putting their own social intelligence to work.

Social intelligence means 'the ability to form rewarding relationships with other people'

If we desire to inspire our customers first we must inspire our staff.

When you build social intelligence muscle you are connecting to others in a deep and direct way, getting the desired outcomes and interactions of your staff with very little effort.

The numbers don't lie

Customer Experience experts now agree that treating your employees well is a necessary first step to providing a better

customer experience.

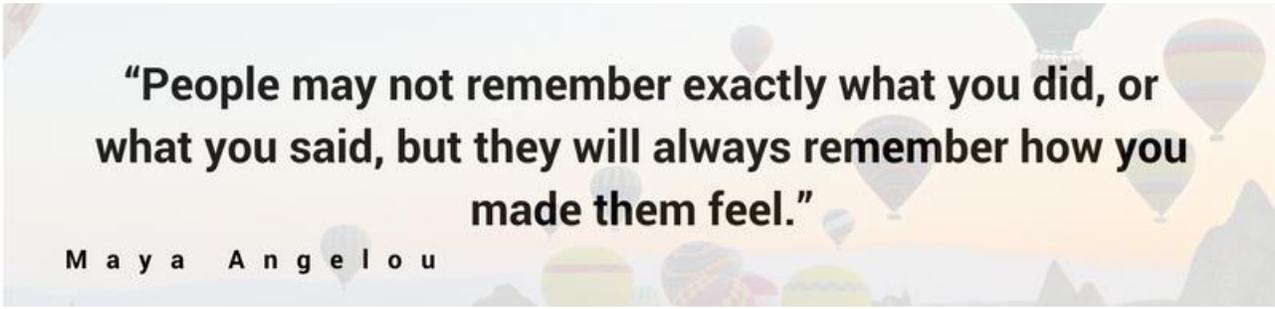
Earlier this year, the research company Temkin Group found a correlation between efforts in employee engagement and success in Customer Experience. In its 2016 Employee Engagement Benchmark Study, the firm revealed that companies which excel at customer experience have "1.5 times as many engaged employees as do customer experience laggards."

Why Customer Inspiration?

Customer inspiration is more than solutions to problems. It's an interaction between employee and customer that is a meaningful experience and only us meaning makers (humans) can provide.

Customer Service	Customer Inspiration
It's value for money	I feel valued
It's interacting	I feel connected
It's expected	I feel engaged
It's transacting	The feeling's lasting
It's information	It was meaningful
It's consistent	It was relevant

In short, the difference between customer service and customer inspiration is this; **Customer service** can be automated, however there is no incentive to return to the brand because there is no emotional connection. Customers who experience customer service may seek the same product and service elsewhere.



“People may not remember exactly what you did, or what you said, but they will always remember how you made them feel.”

M a y a A n g e l o u

Contrast this to **Customer Inspiration**, which is a result from how the employee made the customer feel. The result is your brand becomes a brand the customer can trust, and it takes them much effort to buy from somewhere else for the same product.

Customer inspiration is the ultimate competitive advantage secret weapon.

Critical skill required for the future leaders

It's the leader's job to support and energize the frontline employees on a daily basis.

According to the experts social intelligence is one of the top 6 key future workforce skills required for 2020.

If you are to continue employing humans in your businesses to interact with customers then the main skill set required from your day to day leaders, store managers and supervisors, is learning how to motivate their staff.

If employees are not motivated to serve a customer then they will slip into a state of automation, which is artificial with low connection.

Humans are made up of energy and leaders must learn how to read and work with the energy of their team members on a daily basis to achieve customer inspiration.

I will introduce you to the archetype of a socially intelligent employee and teach behaviours, habits and techniques to successfully develop the social intelligence of employees.

This program will combine the teachings of how to motivate and energize people with both theory and practice of developing a socially intelligent workforce to drive the performance of the business.

Myth

We humans are meant to operate like computers; at high speed continuously, for long periods of time.

Reality

Human beings are designed to pulse between spending and renewing energy.

Customer Inspiration Leader's Value Model

Frontline Leaders	Frontline Employees	Customer's Emotion	Frequency of Buying
INSPIRING	DEVOTED	INSPIRATION "A brand I can trust"	LIFETIME ∞
MOTIVATING	ENGAGED	INTIMACY "A brand I feel close to"	MANY TIMES X 100,000,000
SUCCESS			
INFORMING	SUPERVISED	SATISFACTION "A brand I like"	SOME TIMES X 2 ++
FUNCTIONING	TRANSACTIONAL	SERVICE "Where else can I buy?"	ONE TIME X 1
MISSING	DISENGAGED	DISATISFACTION "What brand is this?"	NEVER AGAIN + TELL MANY X 100

What's in it for you?

The value of developing leaders to motivate and energize their employees on a day to day basis can be measured many ways. The better your people feel about their workplace the better their energy exchange towards the customer will be.

A truly customer centric organisation measures the engagement of their employees, the customers emotion towards your brand and their frequency of buying.

Outcomes for the organisation include:

- A customer centric culture that is owned by all levels in the business
- Alignment of business goals and activities to customer strategy
- Reduced risk of losing customers

- Improved spends over a period of time
- Improved feedback from customers
- Improved retention of employees
- Greater leadership capability

What's in it for them?

I bring an energy to this program that creates a space, undistracted for participants to viscerally, emotionally and mindfully learn.

Think of it like a home renovation; over two days we dismantle the old foundations and structures of what they know to lead their teams in customer service. There will be noise, destruction and confusion and we will rebuild, refurnish and rewire the neural pathways, the habits and beliefs of what it means to be a great leader of humans serving humans.

They will leave feeling energised and relieved to know that they have the skills to make their work not only easier but also to be far more effective, having some fun along the way.

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In order to inspire your customers you need a tribe of devoted employees who are continually motivated and energized by their leaders to tap into their heart sets and mind sets in the workplace.

Outcomes for the individual include:

- Deeper awareness and skills around motivating humans in the workforce
- Happier team members at work willing to do more without being asked
- Greater awareness and techniques on energy management (for them and their staff)
- Practice how to develop socially intelligent employees
- Understand and talk with authority on the difference between customer service and customer inspiration
- Improved performance of their direct teams
- Reduced costs in labour wastage , improved productivity

- Greater leadership effectiveness
- Improved relationships with employees and peers
- Increased job satisfaction and professional growth
- Closer connection to company brand and vision, clarity of how they add value

In service to you and your people, I have so much to give after 20 years of being in the business of leading people and serving people, therefore I intend on offering you insanely great value.

Additional value

- A workbook to capture the learning's from the program
- An outline of behaviours for a customer inspiration leader
- Clarity of techniques and effectiveness between inspiration and manipulation
- Insights into the 4 states of energy as a human and how to health check on the job
- A set of resources to take away to revisit and aid their team meetings and briefings
- A set of cheat sheets for coaching conversations for development and performance
- A practical train the trainer manual for skills to improve social intelligence for new and existing employees
- Introduction to various practical applications that can assist in long term measurement of engagement of employee and customer

The preparation required for high impact

It would be a shame for those attending to show up on the day having not thought through why they are attending the workshop and what they expect from the two days.

A questionnaire will be circulated prior to the two days which will require the attendee to seek out, converse with others and have as a bare minimum done some deep thinking on the topic of customer inspiration.

My personal guarantee

I have never sold a program to a business I would not buy myself. Having worked in various organisations over my career and been a situation where I have had to lead, inspire and motivate employees to deliver great customer service, I empathize with the challenge, really.

If for whatever reason at the end of our time together, you or your attendees unanimously feel that this program has not changed something or impacted their work in a positive way, I will return your money.

What's next?

This program is delivered in house for up to 20 participants. The course costs \$15,500 + GST for the two days. If you are outside of Melbourne, Australia travel and accommodation costs will be incurred.

To book Jaquie to deliver this program please contact niki@jaquiescammell.com



How She Helps

Business Speaker: motivation speaker for business and industry conferences.

Workshops & Programs: for organisations, leaders and teams needing to humanize their customer service.

Educator & Trainer: for businesses needing to mobilize workforces and re energize their staff with greater connection to brand purpose and customer.

Facilitator & Implementer: for businesses in need of strategy and action plans for gender diversity and community impact using human centred design principles.

Long Term Change Agent: transforming cultures that are open - hearted, meaningful and inclusive.

Author: a thought leader, author of Gossip Mongers and strategist for people, community and customer.

Mentor: for individuals and leaders who are curious and are amidst growth and change.



Here are some nice things that people who have worked with me have said about their experience

All through the process I felt well informed and knowledgeable on what was being delivered to my team. Right from the first phone call I felt engaged, Jaquie delivered a high energy interactive training day, just what my team needed. I now have customer centric hospitality sales team and for this reason I would highly recommend Jaquie.

Damon Wilson, Key Account Manager - Compass Group, Zoos Victoria

I could tell instantly that Jaquie knew, understood and lived by her 'product', and wasn't an 'off the shelf trainer'. I appreciated that Jaquie asked a lot of questions about the retailers and our business to establish our needs and to address them. I felt Jaquie genuinely cared about delivering quality work that it would make a difference. The main benefit seen from the training program was how to motivate people, and I would recommend this training to other business operators, Airports and Shopping Centres.

Chloe Lockhart, Retailer Coordination Manager - Terminal Retail and Commercial - Brisbane Airport

Jaquie has impacted our business in various ways that have been invaluable and inspiring. Her operational expertise blended with her passion for people has delivered results that have been effective immediately. Jaquie and her team knew when and where to get information from the business with as little disruption to my working days as possible. Their commitment to quality and deadlines on the various projects were implemented as promised with some surprise added value. Its been rewarding and a heap of fun working with Jaquie and her team and they are part of the Sushi Sushi family.

Paul Grixti, General Manager - Sushi Sushi

Straight away we felt chemistry with Jaquie. Her work has helped us articulate our purpose, bring our brand to life and has seen the implementation of new innovative solutions to drive operational excellence across our sites.

Paul Valenti, Owner - Gema Group

The food and beverage strategy Jaquie completed in consultation with our team is one of the best operational documents, and therefore implementation tools, we have seen in our venue.

Leighton Wood, Chief Operating Officer - Melbourne Convention & Exhibition Centre