

# SOCIAL INTELLIGENCE SKILLS

Your Secret Weapon to  
10 X Customer Loyalty

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scammell

TWO DAY WORKSHOP

# Social Intelligence for Service Sector Leaders

*A critical skill for leaders who wish to create devoted employees and lifetime customers.*

This course is designed for leaders whose role it is to motivate and inspire staff every day to deliver exceptional customer service experiences.

## **This workshop will:**

- Easily identify for you where your efforts are needed to build trust with your staff and how and when to influence them on a daily basis.
- Give you tangible skills and behaviours for you to teach your staff which will drive their performance when interacting with customers.
- Unlike any other soft skills program, will rewire new habits for yourself within 66 days to ensure your implementation efforts stick for lasting results.

## **Going beyond being a functional leader**

Do you feel at times a sense of hopelessness when it comes to finding and retaining staff that deliver good customer service?

Do you find it easier to settle with staff that, at least have the skill and competency to

get the job done, regardless of their attitude towards the customer?

Is your customer service inconsistent and yet you are not really sure where to start because there are so many variables to your staff and customer behaviours?

Every time you lead a team of people, it's an opportunity to motivate and energise them, by putting your social intelligence to work.

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

Social intelligence makes the difference between a highly effective leader and an average one.

## **Social Intelligence: A critical skill for the future in work**

A recent report published by the Institute for the Future (IFTF), does an outstanding job of identifying the key work skills and capabilities needed in the next few years (and arguably needed now). Social intelligence is up there in the top three.

For leaders this means the business world is looking for more relationship-based construct for assessing leadership, which we define as a set of interpersonal competencies built on specific neural circuits that inspire others to be effective.

In other words the ability to connect with people in a deeper, more meaningful way

(staff or customers) enabling you to get things done and solve complex problems, despite the abstraction of technology.

Social intelligence is now recognised as a key factor in leadership performance.

You may find in the future, the workplaces are prioritising individuals when recruiting or promoting who are able to;

- ✓ read situations of staff and customers
- ✓ adapt their outputs and energy depending on the situation
- ✓ relate to their staff and co workers with empathy
- ✓ bring agency to teams with agility and responsiveness
- ✓ builds trusts with their team and their customers
- ✓ bring social perceptiveness to the workplace
- ✓ negotiation skills with people
- ✓ strong persuasion and influencing skills
- ✓ able to assist people with a caring nature

We must continue to develop capabilities to quickly understand other's emotions, motivations and triggers and take a human approach to business.

Social intelligence will enable you to be highly effective with your team and achieve the desired business and customer outcomes in a world that is full of digital distractions.

Dr Daniel Goleman, author of Social Intelligence; The Revolutionary New Science of Human Relationships; defined

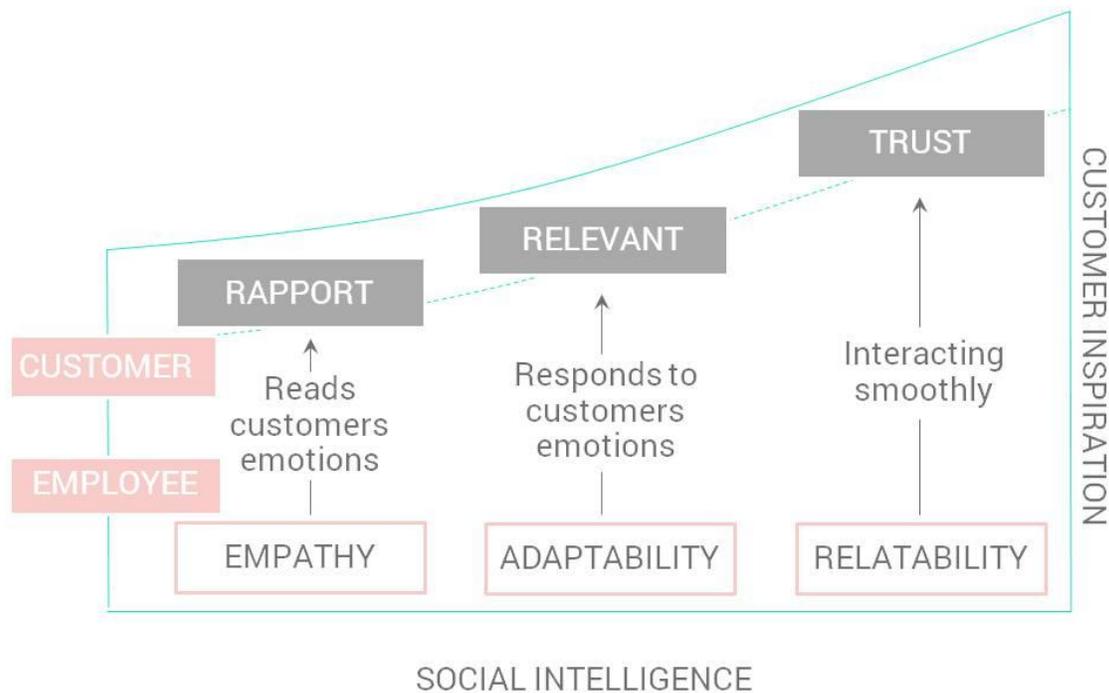
these two aspects of Social intelligence in building relationships and navigating social environments.

<b>Social awareness:</b> How you respond to others	<ul style="list-style-type: none"><li>• <b>Primal empathy:</b> sensing other people's feelings</li><li>• <b>Attunement:</b> listening with full receptivity</li><li>• <b>Empathic accuracy:</b> understanding others' thoughts and intentions</li><li>• <b>Social cognition:</b> understanding the social world and the working of a web of relationships</li></ul>
<b>Social facility:</b> Knowing how to have smooth, effective interactions	<ul style="list-style-type: none"><li>• <b>Synchrony:</b> interacting smoothly</li><li>• <b>Self-presentation:</b> knowing how you come across</li><li>• <b>Influence:</b> shaping the outcome of social interactions</li><li>• <b>Concern:</b> caring about others' needs</li></ul>

## How Social Intelligence inspires customers

When you fine tune your own social intelligence you will increase the engagement of your staff seeing them perform 20% better than other staff. This will result in 10 X customer loyalty.

The below Customer Inspiration model has been validated independently with over 9,000 employee experiences and 850,000 customer experiences.



*"How customers feel when they interact with an employee determines how they feel about the company itself. In a psychological sense, the 'company' as experienced by the customer is these interactions. Loyalty is lost or strengthened in every interaction between a company and its customers."*

# 2 Day Program Overview

This 2-day program, facilitated by Jaquie Scammell is made up of 3 chapters.

It addresses key steps to inspire devoted employees to create customers for life. All without adding additional hours to your working day and additional tasks to the-to- do list.

## Chapter 1. Tools for you

Measure your own emotional Self-awareness and gain an accurate self-assessment.

- Empathy check-in.

Enable and influence the brains of your employees to do their best.

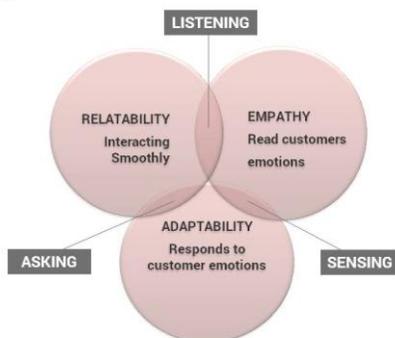
- Social Skills Check in

## Chapter 2. Tools for them

Building a team with social intelligence muscle. Observing and developing what transpires between employee and customer when they connect.

- Communication Skills Check In

*How to Build Social Intelligence Muscle*



## Chapter 3. Implementation for greatest impact

Implementing social skills training in the real world. Clarity around what motivates you as a leader and how to be agile and resilient when working under pressure.

- Your 66 day plan towards automaticity
- Self-Management and Self Control Check In

**At the end of the 66 days we will assess the success of the program by reviewing the below desired outcomes:**

- ✓ Deeper awareness and skills around motivating the humans in your 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)
- ✓ Efficient practices on how to develop socially intelligent employees
- ✓ Understand and talk with authority on the difference between customer service and customer inspiration and how your teams can
- ✓ Improved performance of your direct teams
- ✓ Reduced costs in labour wastage, improved productivity with ease

- ✓ Greater leadership effectiveness across all levels of staff
- ✓ Improved relationships with employees and peers in the workplace
- ✓ Increased job satisfaction and professional growth for you personally
- ✓ Closer connection to company brand and vision, clarity of how you add value

#### Additional value

- ✓ A workbook to capture the learning's from the program
- ✓ An outline of behaviours for socially intelligent leader who inspire their staff
- ✓ 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 measurement of how much Grit you have
- ✓ A set of cheat sheets for coaching conversations for development and performance of staff members
- ✓ 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

## Already Socially Intelligent?



Brilliant – the world needs more people like you!

If you are already getting great feedback and results from your manager on how you relate to people, interact with people and get the most out of people then this program will enhance your capability and provide you with a framework to take back into your workplace to have even greater impact than you already are.

## Not really sure how Socially Intelligent you are?



If you are new to the term social intelligence and you are leading a team, it's a great time to think about this critical future skill.

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

It's your job as leaders to support and energise the frontline employees on a daily basis.

The work environment, the tools, the training, access of information and daily communication are just some of the critical elements of setting your employees up to thrive.

## **Program Inclusions**

Program Fee AUD \$950pp +GST and includes:

### **2 day workshop**

2 full days learning in an interactive facilitated environment

### **Coaching Call Support**

It takes 66 days to wire in a new habit, to create the new neural pathway of a new habit. After 66 days you will reach automaticity, meaning your new habits will be easier to do than not to do. I will support you through the first 66 days after this program.

A 1-hour 1:1 coaching call with Jaquie Scammell with a fortnight after the program will be conducted. This could be at a particular time of the day or week when you are about to deliver a staff briefing or need to communicate to your team and be more inspiring and engaging.

Jaquie will help you get clear on your intention and main message of the briefing, as well as fun and interactive ways to allow the staff to fully own your intention and deliver their service with great connection and engagement, naturally.

### **Online support**

Each week following your coaching call, you will receive support via your mobile phone and email channels, small daily reminders of what your new habits are. We will artfully master integration of these habits, but not prior to some destruction of the old and confusion during the new.

Throughout the first 66 days you will be part of a closed Facebook group where others from the program are present, providing you as a group support and conversation whilst rewiring our new habits.

### **My commitment to you**

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 you know to lead 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.

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

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.

## 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 as a public program in Melbourne and Sydney.

The dates will be released on my website.

The course costs \$950pp + GST for the two days.

If you want this course run in house for your company we can certainly do this also.

To find out when the next program is running in Melbourne and Sydney please contact [niki@jaquiescammell.com](mailto:niki@jaquiescammell.com) or call on 0431 133 904



## 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 Gixti**, 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

*Is your team flat out of ideas and lacking excitement? Are you losing sales and customers because of your customer service? Then you need this training.*

**Sally Saw**, Retail Operations & Marketing Manager - Cairns Airport