

## SERVICE

# PRACTICE AND APPLICATION

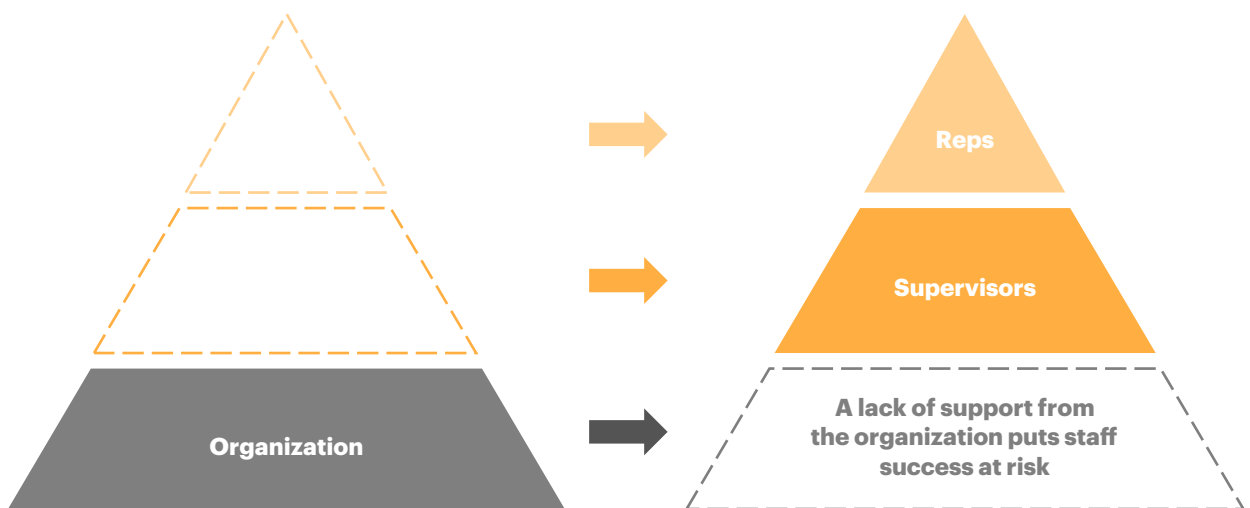
**New customer service behaviors won't embed without practice, support, and success sharing. Ensure that all levels in the service organization play an ongoing/supportive role.**

Maintaining momentum is a critical factor in turning new skills or behaviors into lasting habits. However, even the most enthusiastic leaders can struggle to drive successful changes within their organizations. In fact, only 34% of corporate changes are deemed successful. To ensure that you are making the most of your investment, all of our engagements are designed with the long-term goals of sustainability and business impact in mind. We start with rigorous preparations that include communication planning, identification of business metrics to track, and a process to identify where

roadblocks to implementation might exist. Removing these points of friction is key to enabling learners to practice and apply their new skills.

We recommend incorporating adult learning theory with a flexibility that can match diverse learner preferences and behaviors. Our programs are designed with skill reinforcement in mind from the get-go. Skills are introduced in the classroom, but reinforcement occurs through a variety of vehicles, including online learning modules, scenario-based role plays, action planning templates, coaching guides, and fun games and exercises to be used within teams and across the organization.

Our consultants can help with your practice and application strategy. **Contact us** for more information.



When it comes to enabling behavior, each layer provides the foundation for the one(s) above.