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*The path you take is less important than the general compass direction that will ultimately lead you to your final destination.*

”

*MRT Principle*

*“Enabling Greatness...*

*Our Passion”*

There are 3 "Emotional Engagement" Principles that transcend space and time and if leveraged, those Service Engagement Principles will enable us to revolutionize service and deliver lifetime memories.

#### **Principle #1: Nothing Changes Until Something Moves**

This principle guides our every action to inspire a new service mind-set, skill-set and tool-set...

#### **Principle #2: If They Zig, You Zag**

This principle invites us to walk the unconventional path and break rules! It's our creative force...our "obsession" with exceeding expectations.

#### **Principle # 3: Never Settle for 99.9%**

This principle urges us to deliver quality and inspire engagement! To put our heart and soul in every action we make! No room for mediocrity, we deliver greatness!

**Never Too  
Late to Leave a  
Story to Tell: 3  
Emotional  
Engagement  
Principles**



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## Top 5 reasons - "Why the 3 Principles?"

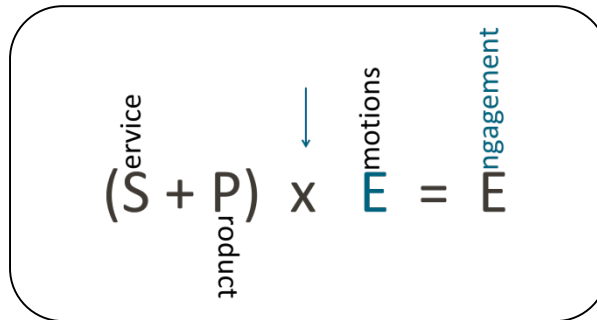
# 1: They are founded on emotions that are at the core of all the decisions we - and our guests- make and actions we do! Remember 50 to 60 % of the guest experience is emotional.

# 2: They evoke the "satisfaction" and "engagement" emotions in our guests.  
(Reference: *The DNA of Organizational Culture: How Emotions Enable Service Excellence* article)

# 3: They enable us to embrace a new "hospitality of style" mind-set.

# 4: They drive human behaviour hence value and sustainable performance.

# 5: They are founded on the key drivers of guest engagement.

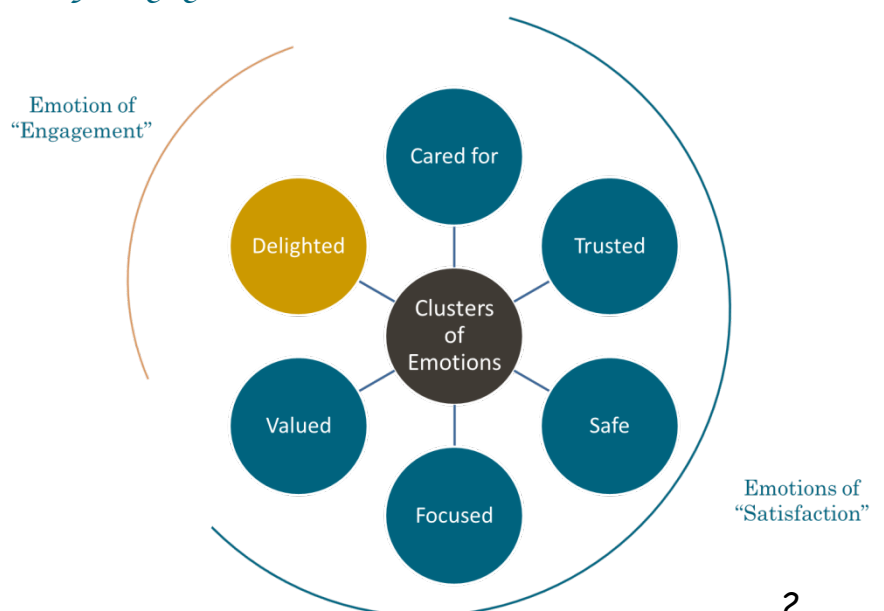


## Emotions of Satisfaction vs Emotions of Engagement

What emotions you want to evoke in your guests (customers, patients, clients etc.)?

### The Ultimate Test:

What percentage of our service actions evoke those emotions?



*Principle 1: Nothing Changes Until Something Moves!*

Have you seen a Potter in action? We learned one thing: Nothing changes until something moves! This principle guides our every action to inspire a new mind-set...one that is vital to unleashing individuals' potentials and highest contribution and legacy...

<i>Mind-set</i>	
<b>ISN'T</b>	<b>IS</b>
Efficiency	Effectiveness & Efficiency
Tomorrow	Here Today
Function	Purpose
To Serve	To CARE
Performing Tasks	Leaving a Story to Tell

*Skill-set:*

- # 1: Be eager to serve regardless of your job title (You have to CARE)
- # 2: Be **C**urious (Facial expressions; Anticipation of needs; Active listening, Usage of open ended questions; Taking notes; Identifying common points of interest; Driving quality etc.)
- # 3: Be **A**uthentic (15/5 Rule; 1<sup>st</sup>/Last Rule; Introducing name and department; Serve with a big heart as in genuine and warm-hearted; Usage of guest name; Be humble, generous and kind etc.)
- # 4: Be **R**esourceful (Be informed; Upsell; Be purposeful and creative; Take decisions; Never say no but offer alternatives etc.)
- # 5: Be **E**ngaged (Walk and serve with confidence; Embrace a Yes I CAN attitude; Serve with a sense of urgency; Escort and engage; Match the guest/mirroring etc.)

*Tool-set:*

- # 1: Conduct On-The-Job Simulations.
- # 2: Conduct a meeting to discuss the difference between the function & purpose of the job.
- # 3: Allow your associates to live the guest experience (walk in their shoes, feel what they feel, see what they see and hear what they hear).

*“Service ... is a Choice”*

*Principle 2: If They Zig, You Zag!*

It's about walking the unconventional path and breaking rules! It's our creative force...our "obsession" with agility and breaking the "obvious" to achieve creative service insights. It is an invite to do things differently, overcome best practices in search of new practices, anticipate and CREATE... "If They Zig, You Zag" is all about surprising your guests/customers/clients etc. with the unexpected... WOWing them...and deliver one size fits one experiences...that will be cherished for a lifetime.

<i>Mind-set</i>	
<b>ISN'T</b>	<b>IS</b>
Ordinary	Extraordinary
Expected	Unexpected
Best Practices	Obsession with Newness
The Opportunity is "NO Where"	The Opportunity is "NOW Here"
Obvious	Beyond the Evident

*Skill-set:*

- # 1: Asking provoking questions.
- # 2: "Read & Lead"™ the guest experience.
- # 3: Escort & Engage.
- # 4: Identify 1 preference per guest interaction.
- # 5: Translate the preference into WOW action / element of surprise.

*Tool-set:*

- # 1: Map the guest experience.
- # 2: Conduct Role Plays / real work scenarios.
- # 3: Conduct brain storming sessions to identify WOW ideas.
- # 4: Craft a system to collect your guest preferences & USE IT!
- # 5: Surprise every guest and celebrate "genius" experiences.

*"Service ... is a one size fits one approach"*

*Principle 3: Never Settle for 99.9%!*

If 99.9% is good enough, more than 370 babies will be given to the wrong parents each day. Don't settle for mediocrity...Deliver with impact! Don't settle for satisfaction... Deliver quality and inspire engagement! Put your heart and soul in every action you make!

<i>Mind-set</i>	
<b>ISN'T</b>	<b>IS</b>
99.9%	100%
Satisfaction	Engagement
Mediocrity	Greatness
Performance	Sustainable Performance
Reactive Service	Proactive Service

*Skill-set:*

Put your personal S.I.G.N.A.T.U.R.E.™ on the Job!

- S: Smile with Style
- I: Innovate
- G: Greet with Gratitude
- N: Never say Never/No
- A: Anticipate & Participate
- T: Teamwork; be a team player! 1+1 = ∞
- U: UNDO & Fix as you GO!
- R: Read & Lead™ (Matching/Mirroring)
- E: Empathize & Engage (Disconnect to Connect)

*Tool-set:*

Ask the Ultimate Questions & *act upon the feedback!*

- # 1: How was (is) your....? (stay, meal, experience, etc.)
- # 2: What did you enjoy most about your....?
- # 3: What can we do to improve your ...?

*“Service ... is to leave a story to tell”*