

“
*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 “EI principles” will define the new face of your brand.

Principle #1: You can't be what your culture is not!

How to design an EI organizational Culture, evoke positive emotions, and create guests (as in customers, patients, clients etc.) for life.

Principle #2: You can't be what your people are not!

How to get the right people, in the right seats, on the right bus and leverage their emotional intelligence.

Principle # 3: You can't be what your investment is not!

How do you deliberately design an emotional experience and focus on evoking emotions in those you serve.

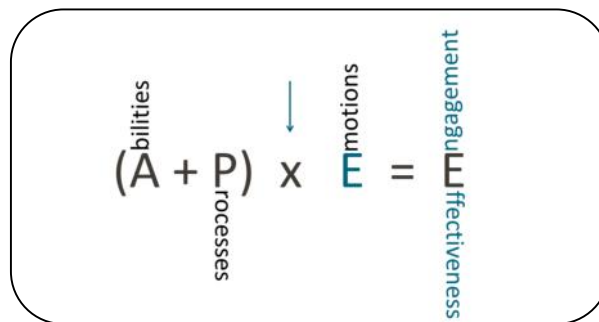
**The DNA of
Organizational
Culture: How
Emotions
Enable Service
Excellence
(EQ Week)**



www.facebook.com/MRTconsultants
[@MelkartR](https://twitter.com/MelkartR)

Top 5 reasons - "Why emotions?"

- # 1: Emotions are at the core of all the decisions we - and our guests- make and actions we do!
- # 2: Everyday, we make tons of choices based on emotions.
- # 3: More than 50 % of the guest's experience is about emotions (how the guest feels).
- # 4: Emotions drive human behaviour and Emotions drive value.
- # 5: Guests buy emotionally and then justify with logic!

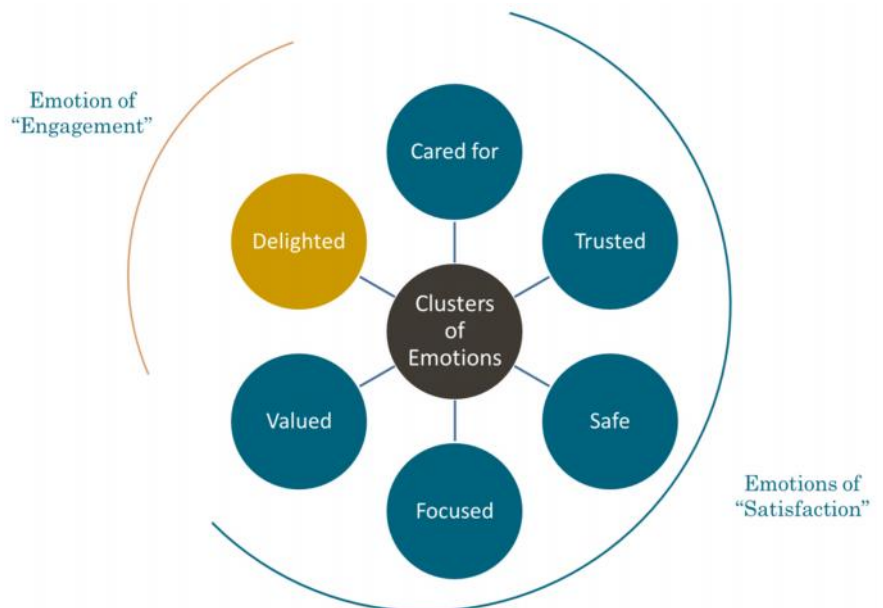


Emotions of Satisfaction vs Emotions of Engagement

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

The Ultimate Test:

What percentage of meetings do you have to debate/discuss (FOCUS ON) the emotions you want to evoke in your guests?



Evoke emotions: The Top 3!

Safe:

- # 1: Consider “safety first”, always!
- # 2: Show signs of safety and use language of safety
- # 3: Involve the guests; listen and address concerns

Trusted:

- # 1: Believe that your customers are always right
- # 2: Do not punish the many for the dishonesty of the few
- # 3: Live up to your promises; over deliver!

Cared For:

- # 1: Look after your guests; show genuine care
- # 2: See what your guests see, hear what they hear and feel what they feel
- # 3: Connect with your guests as a human beings, not a table # or a cheque #

Focused:

- # 1: Fully engage your guests in the experience
- # 2: Involve the guests’ senses; ALL the senses!
- # 3: Design a sensory environment and craft experiences (stories to tell)

Valued:

- # 1: Connect with your guests, use their names and remember their preferences
- # 2: Solicit your guests’ feedback and recognize them!
- # 3: Treat all your guests as VIP; provide them with special deals, discounts and gifts... recognize their special occasions but most importantly THANK them for their business.

The Vital Emotion: Delighted!

- # 1: Indulge your guests; exceed their expectations
- # 2: Emotionally connect with your guests and build relationships for life
- # 3: Surprise and WOW your guests (unpredictable service)

Principle # 1: *You can't be what your culture is not!*

Organizational Culture unites associates as one large team and reinforces the Core Values and ideology that govern actions, behaviour and decisions!

If you're not willing to enthusiastically adopt the HP way, you don't belong to HP.

If you're not willing to fanatically focus on Wal-Mart customers, you don't belong to Wal-Mart.

If you're not willing to be "Procterized", you don't belong to Proctor & Gamble.

If you're not willing to embrace "magic and pixie dust", you don't belong to Disneyland.

Emotionally Intelligent Companies have a cult like culture; a strong indoctrination into a core ideology! Accordingly, their associates "know, own and live" the service ideology; a philosophy that evoke emotions in guests and inspire emotional connection and engagement.

The Nordstrom Way

"Welcome to Nordstrom

We're glad to have you with our Company. Our number one goal is to provide outstanding customer service. Set both your personal and professional goals high.

We have great confidence in your ability to achieve them.

Nordstrom Rules: Rule #1:

Use best judgment in all situations. There will be no additional rules.

Today's companies are invited to inspire...

Visionary Companies craft a vivid emotional culture... A core ideology founded on emotions - serving associates and guests.

Visionary Companies translate the ideology into service commitments, rituals and emotionally intelligent mind-set.

Visionary leaders develop a work environment where they evoke positive emotions in their associates and invest in their well-being.

EI Call for transformation:

- Craft your organizational culture today. PERIOD
- Redesign your culture to evoke the "emotions of satisfaction and engagement" in your internal and external guests.

Principle # 2: *You can't be what your people are not!*

Talent drives emotions.

When you express your talent; you exhibit very positive emotions...

Could you imagine if you fill your workplace with people who are talented about the requirements of the JOB! They LOVE what they do and HAVE FUN with it!

Talent Formula

$$(T + F) \times I = G$$

$$(\text{Talent} + \text{Fit}) \times \text{Investment} = \text{Growth}^{\text{®}}$$

www.talentplus.com

Today's companies are invited to inspire...

Visionary Companies select, don't hire... they look for talent and inject the talent with skills and knowledge.

Visionary Companies focus on FIT! They get the right people, in the right seats, on the right bus.

Visionary Companies create a learning environment; they instil mastery, autonomy and purpose!

EI Call for transformation:

- Select; don't hire!!!
- Craft a "talent-based" EI selection process...
- Design a yearly L&D plan with clearly defined emotional learning touch points.

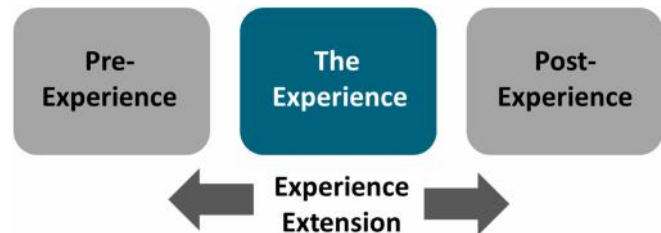
Principle # 3: *You can't be what your investment is not!*

The biggest mistake of the service industry:
Sitting in Silo to design the guest experience!

As previously mentioned, over 50% of the guest experience is emotional. Therefore, it is crucial to spend time with your external stakeholders and align your outcomes with their expectations.

Experience Mapping:

Guests will judge the experience almost entirely on how they FELT at their peak (e.g. delighted or frustrated). Focus, not only on the experience, but also the pre and post experience.



Today's companies are invited to inspire...

Visionary Companies identify every guest touch point (not only the experience, look also at the pre and post experience).

Visionary Companies start by asking: “What are the emotions that we want to evoke in our guests at EACH touch point?”

Visionary Companies design a deliberate emotional guest experience! (Leaving no room for chance).

EI Call for transformation:

- Live your guest experience (walk in their shoes, feel what they feel, see what they see and hear what they hear).
- Deliberately design/re-design emotional and sensual guest experiences.