



SMITHERS
QUALITY ASSESSMENTS





World Class Internal Culture Breakout

What Secret Service might you
have right now...

...That you are not using?

\$500 Haircut

\$100,000 Keynote

Commandment II

World-Class Culture



II

World-Class Internal Culture

Attract, hire and retain
only the people who have
the Service DNA

Culture Reflects.....

...Leadership

Engagement Indicator

of Times during the interview

Eye contact was made

Ear to Ear (smiled)

Enthusiasm was displayed

Engage interviewed naturally

*Your Customer is whoever is
dependent on the work you do*

“If you are not serving the
Customer, you’d better be serving
someone who is”

Tom Strauss
CEO, Summa Health Systems

Employee Engagement



- A recent Bain and Company study analyzed responses from 200,000 employees and found some troubling results...



- **Employee engagement scores decline with tenure.**



- Engagement scores decline as you head down the organization chart



- Engagement scores are the lowest among sales and service employees - the people who interact with customers the most!

What are the secrets to engagement??



- Supervisors, not HR, lead the change



- Conduct regular “check-ins” - short, frequent surveys as opposed to long annual surveys.



- Rally around the customer

***Your customers will never
be any happier
than your employees are***

Do happier people work harder?

- Employee motivator study
- 64,000 Employees
 - Making progress in meaningful work #1
- 669 Managers
 - Supporting progress LAST



**Are you sure you are
not a bad boss?**



Bad Boss?

- Failure to inspire
- Lack of clear vision and direction
- Failure to walk the talk
- Failure to develop others
- Acceptance of mediocre performance

**Single most important determinant
of an individual's performance and
commitment to stay with an
organization...**

**is the relationship the individual
has with he or her immediate
manager.**

8.5x5.5

Something WOW! happened today! *Here are the details.*

My name: _____ Today's date: _____

Location where WOW! occurred: _____

Contact name and phone: _____

WOW! story: _____

WOW
EVERY CUSTOMER

Wow Stories.docx 1

MON 10/11/2011 11:01 AM



I want to know about your John Robert's Experience!

Was one of our team members a hero for you? Please share your story with me so we can celebrate it. Even if your JR experience was less than wonderful, I want to hear from you!

Feel free to contact me directly by emailing me at jdijulius@johnrobertsspa.com or by calling me on my cell phone at 330.348.3004.

Always at your Service,
John R. DiJulius III
Owner & Chief Visionary Officer





Above and Beyond

Episode #2, October / November 2010

Our Winning Above and Beyond Story!

Mr. Brown came in to our service department yesterday to have tires replaced on his trailer. During the repairs, my employees, Jad & Matthew, noticed that Mr. Brown was slightly shaking. They asked him if he was feeling alright and he told them that he was diabetic and wasn't feeling well. Matthew went into our backroom and removed a drink from the refrigerator and gave it to Mr. Brown. Jad went over to the fuel center and purchased a few different items to see if any of them would help. After a few minutes, his shaking continued and the color in



his face was changing. Jad went back to the fuel center again and asked Amy to come back to the shop with her because she was familiar with diabetes. I came out to the front retail area in my department and was speaking with Mr. Brown. His words were becoming a little sluggish which immediately made me even more concerned. Mr. Brown gave me the phone number for his wife and said that she could give me all the information that I would need.

Jad, Amy, Ashley, and Mathew from Rawlins. Great job team 234!









We DELIVER...



Wednesday, August 30, 2006

John Robert's Signature
Studio & Spa
6727 Eastgate Drive
Eastgate Shopping Center
Mayfield Village, OH 44124
Attn: Mary

Dear Mary,

Thank you so much for your consideration in referring the cost of my cell phone. I must say this has been an *incredible* exceptional service. I work in customer service myself at Progressive Insurance and I must say it is so nice to be able to be given the same service that's expected of my job. I just want you to know how much I have appreciated this from you. While relaxing and enjoying my time during my appointment last week was not what I experienced, your generous refund has made it worthwhile for me to continue to choose John Robert's as my preferred studio and spa. I want you to know the word of your generosity has traveled through my co-workers at Progressive Insurance, family, and friends.

Thank you again for your *incredible* exceptional service. It is not what you would expect from a salon.

Thank you once again and have a wonderful weekend.

Sincerely,

Kate Vitkovc

John Robert's
JR SPA

Enhancing the quality of lives around us...

John Edwards.

Will make a huge net, help feed and grow more
crops on a plot I want that as a field trip, or have
a charcoal stove?

“We had literally nine teams trying to solve an infection, and I’m gonna bring a final, top engineers, once in the public for the *Building a Cure* thing, and he was disappointed with the way we could be. It’s been the same every single party.”

[illegible]

... would, if it were, not be a good idea to
impose that as a specific condition on
refugees in Colombia. There are, still
and there, under, and death row

Summary



John Anderson, General Manager,
and Laurie Carlson, Director,
Business Affairs, Home Depot.

Martin
ITALIAN RESTO



Close Day Report

Closing Manager	Carla/Chrissy
Date	12/4/07
Total Sales	\$14,175.76
Total Gift Certificate and Series Sales	\$ 1,482.51
Average Retail per ticket	\$ 4.52

Drawer Balances:

Drawer 1 Staff	Carla	Over/Under	\$ 2.15
Drawer 2 Staff	Chrissy	Over/Under	\$(1.57)
Drawer 4 Staff	Joyce	Over/Under	\$ 3.36

Team Challenges:

- Everything went smooth today

Above and Beyond Stories

- A lady came in with her young son, after we closed and all the designers had gone home, she said her son tried to cutting his own hair and really messed it up and she was really desperate for someone to fix it, because it looked like he had cut it himself. I called Angie who does not work here anymore, on the chance she might want to help out. I didn't even have to ask twice and she said she would come up here to do it. The mom was SO thankful and the boy had a huge smile on his face when he left. This better go in the huddle!!!
- Aisha gave up her lunch to accommodate a guest of a spa party who decided at the last minute that she wanted a manicure.
- Mary stayed late after she rearranged her schedule so she could do a haircut and highlight on a guest who was in correctly booked.

Guest Challenges:

- A guest came in for a requested blow dry style today with Christina and her appt. was not on the book. Christina was totally booked, we apologized and offered to have Amy perform the service. The guest was fine with that. For her inconvenience we gave her a manicure with Jenna.

Attendance:

Date	Store #	Huddle Leader
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TEAM TALK: JOKES, CURRENT AFFAIRS, BIRTHDAYS OR ANNIVERSARIES

NOTE: Erase the text in this box and replace it with your own text. In this area we want you to open up with a funny joke (tasteful of course), discuss store specific topics, wish someone a happy birthday, or congratulate someone who has been married 5 years. Remember the entire huddle must only be 3-5 minutes long and you only need 25% of your crew around to do a huddle. **DO NOT CHANGE ITEMS UNDER OPERATIONAL EXCELLENCE, CUSTOMER DELIGHT, OR DELIVER THE WOW.** You **MUST** change Team Talk and Debrief/Above & Beyond.

OPERATIONAL EXCELLENCE: PERFECT PRODUCT, CLEAN IMAGE, FAST SERVICE, ORDER ACCURACY

This week RPM Pizza, LLC is striving to reach 95% On Time Deliveries as a company. Discuss where your store is at and what 1 thing you will improve to help us reach our goals.

CUSTOMER DELIGHT: MAKE IT POSITIVE, MAKE IT EASY, MAKE IT PERSONAL, MAKE IT FUN

This week we will spend most of our time learning the three pillars, what components are a part of each, and the Never/Always list.

DELIVER THE WOW: MAKE THEIR DAY, BE A HERO, DO SOMETHING EXTRA

This week we want you to look for opportunities to open the door for a Carryout Customer and to work to bring the newspaper up to the Customer's door on deliveries. Of course, you are to look for these opportunities. You will not always be able to do this but as time allows please do so.

DEBRIEF/ ABOVE & BEYOND: WHAT WENT RIGHT?, WHAT WENT WRONG?, SHARE AN ABOVE & BEYOND STORY, CELEBRATE/ RECOGNITION

NOTE: Erase the text in this box and replace it with your own text. In this area we want you to capture ideas from your team on what went right or wrong yesterday or today. We also want you to capture how Team Members have gone above and beyond (Delivered the Wow). It is crucial that you celebrate and recognize those who are doing a great job of going above and beyond.

Required: type in your Team Talk topics, the date, your store number, who was the huddle leader, and the debrief/above & beyond items. Click the submit button to send it back to us. Select web application if using webmail or desktop in the Office/DM/ROD. We recommend that you save the form and keep it for 1 week to confirm that we got it.





How do we share our stories?

Are your employees Fearless?

**How do you currently tell your above
& beyond stories?**

**How can you acquire more stories
from your customers & employees?**

**How can you advertise your stories
back to your employees?**



*To really win their loyalty,
forget the bells and whistles
and just solve their problems.*

Stop Trying to Delight Your Customers

by Matthew Dixon, Karen Freeman,
and Nicholas Toman

ANTI NO ZONE

During its first year of “capturing the no’s,” the company modified or eliminated 26 policies. It has since expanded the program by asking frontline reps to come up with other process efficiencies, generating \$1.2 million in savings as a result.

Orientation is Critical

Psychologists have shown that during periods of orientation, people are particularly susceptible of adopting new roles, goals & values.

Orientation is Critical

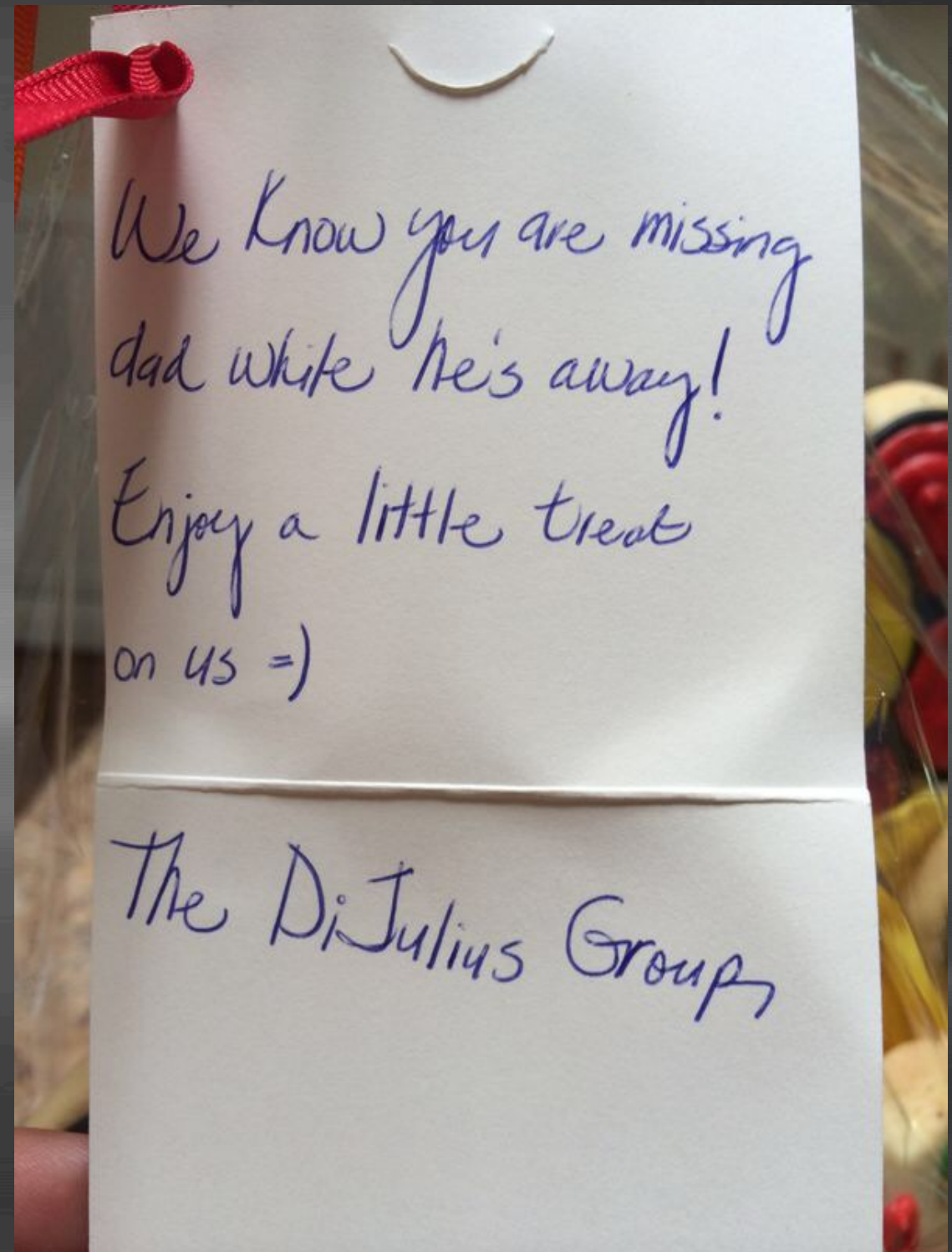
*It not about policy, breaks and
where the bathrooms are, rather an
emotionally compelling orientation
into the company's values*

F Family
O Occupation
R Recreation
D Dreams

Exercise

What Secret Service are you doing that makes your team members go home feeling like they are lucky to work for you?







***The Best Marketing you can have
is...***

Happy Employees

“Train people well enough
so they can leave;
Treat them well enough so
they don’t want to.”

— Richard Branson

**It's never too late to start over.
If you weren't happy with
yesterday, try something
different today. Don't stay
stuck. Do better.**

**YOU DON'T
BUILD A BUSINESS
~ YOU BUILD PEOPLE ~
AND THEN PEOPLE
BUILD THE BUSINESS**

Being a leader doesn't
require a title;
Having a title doesn't
make you one.

***When I hire someone,
that is the time
when I go to work
for them***





World Class Internal Culture Breakout