

## Service Excellence Alignment Workshop

<b>DESCRIPTION</b>	Creation of a standard of behavior for an organization.
<b>COURSE OBJECTIVE / PURPOSE</b>	To create and align a standard of behavior that will lead to an exceptional service culture. This standard of observable behavior will build an environment of trust and make for safe, productive and optimal performance feedback conversations.
<b>COURSE CONTENT</b>	Every participant will be aligned on a specific standard of behavior that will be shared with all employees. Participants are motivated to live this behavior and to influence all staff to be aligned on the same.  Senior Leaders (re)introduced to the White Flag <sup>®</sup> Feedback Process, see below.
<b>WHAT THIS MEANS TO YOU</b>	<p><b>How it will enhance business competitiveness:</b></p> <ul style="list-style-type: none"> <li>▪ Shared values are the foundation for building productive and genuine working relationships. While we need to value our differences and the diversity of the organization, we also need to stress the common values that create a common bond with the constituents.</li> <li>▪ A strong code of values behaviors attracts and keeps the best employees and the best customers.</li> <li>▪ Clear values behaviors result in engaged employees. Engaged employees are loyal and consistently deliver exceptional service.</li> <li>▪ Safe and productive performance feedback will create a competitive advantage.</li> </ul>
<b>DURATION</b>	One day facilitated session with all Senior Leaders or Function Managers for up to eight participants.



### The White Flag<sup>®</sup> Feedback Process

#### HOW TO CREATE AWARENESS, COACHING OPPORTUNITIES, AND ACCOUNTABILITY

The White Flag<sup>®</sup> Origin: **A sign of negotiators, neutral parties, or surrendering parties**

The White Flag<sup>®</sup> is an international sign of truce<sup>i</sup> ceasefire, and/or request for negotiation. It is also often associated with surrender, since it is often the weaker military party which requests negotiation. A White Flag<sup>®</sup> signifies to all that an approaching negotiator is unarmed, with intent to surrender or a desire to communicate. Persons carrying or waving a White Flag<sup>®</sup> are not to be fired upon, nor are they allowed to open fire. In this organizational context, a desire to communicate is correct and surrender is not correct.

The White Flag<sup>®</sup> Process enables everyone to provide feedback about values behaviors. Employees can give feedback to each other and to management using The White Flag<sup>®</sup> process. The White Flag<sup>®</sup> is a metaphor for *“Truce! Don’t attack me, I have valuable information and I am just here to help.”* The American Red Cross uses a similar symbol. When they go into a dangerous area of conflict, they are always displaying their *“red cross on a white background”*. This prevents them from being attacked and allows them to help the wounded.

<sup>i</sup> Temporary stoppage of any armed conflict, where each side of the conflict agrees with the other to suspend aggressive actions.