

## **Deliver the vision plus one percent**

Talking with your staff about applying customer service

***“People need to feel they belong to the group. People need to feel that they're important and that what they do, think, and say truly matters.”***

Ken Blanchard and Sheldon Bowles  
*Raving Fans*

The third point in Raving Fans focuses on the importance of delivering great customer service consistently and flexibly.

Here are my ideas for discussion topics with your team during pre-session.

**"To start with limit the number of areas where you want to make a difference." (p 106)**

- How will we determine this year what areas our parents want improved?
- How will we prioritize which of those we will address first?
- How will we communicate that we've heard their concerns and what parents can now expect from us?

**Consistency creates credibility (p 102) ...To be consistent you have to have great systems. (p 110)**

- What system do we need to create or adapt in order to consistently deliver our customer services goal(s) for this year?
- What training will you need to use the system effectively?
- In what way can we measure consistency and hold each other accountable?
- How often do we talk with parents about something that is not a problem we need to address? (p 111) IDEA: Have a system for ensuring each teacher is consistently telling parents something positive about their child. This not only 1) puts "pennies in the bank" with a parent before those situations in which you may need to address something less than positive about their child, but 2) it demonstrates friendliness by talking about something that is not essential to the transaction of that day.

**The rule of one percent reminds me that all I have to do is to improve by one percent. That I can do. (p 117)**

- How will we determine throughout the year what areas our parents will want improved next so we are addressing a one percent change but then continuing to find the next one percent change to make?

**Delegating:**

This needs to be a team effort. You should lead these discussions but you can, and should, delegate implementation components to your team (staff, board members, volunteers).

**Credits:**

*Raving Fans* by Ken Blanchard and Sheldon Bowles

**Binder tab:** July

**School size:** All

**Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?