



## The Way We Serve Development Tool

In essence a **Way We Serve** statement should be an easily remembered phrase that provides employees a context for every decision they make in service to direct reports, team members and customers. The **Way We Serve** should be congruent with your mission, vision and values. Additionally, it should bring your culture and values to life while painting a picture of the emotional impact you want your business to deliver to everyone it touches. In essence, the words in the **Way We Serve** statement should be what you want to hear back from customers after they have had an encounter with you.

Here are a few examples of effective **Way We Serve** statements:

*The Pike Place Fish Market* in Seattle Washington – “Treat customers as if they are world famous.” This is designed to produce a feeling state demonstrating that staff are interested in and view others as important.

*Starbucks* – “Serve customers in the living room of the community.” This statement helps Starbucks partners understand that those who interact with the brand should feel uplifted, welcomed, and comfortable.

*The Ritz-Carlton Hotel Company* – “Create the home of a loving parent.” Individuals who work for this luxury hotel company are encouraged to do more than meet transactional needs. Specifically, they are encouraged to serve people by helping them feel loved, nurtured, and cherished.

*Zappos* – “Deliver wowful happiness.” Zapponians should strive to leave all they serve with a feeling of astonishment and well-being.

*The Michelli Experience* – “Treat each customer like he/she is your only one.” Take responsibility for leaving your customer with a sense that they are a priority, unique, and extremely valued.

As you prepare to work with other strategic leaders in your organization to craft a **Way We Serve** statement, I recommend you have your mission, vision, and values readily available. I also recommend you have a list of “feeling words.” Such a list can easily be found on the Internet by using “feeling words” as the search phrase. Compendiums of feeling words help you zero in on the most prized emotional state you want your business to deliver.

In addition to those documents, we have prepared a worksheet to help guide you through development of the **Way We Serve** statement. Before you begin using this worksheet, let me leave you with a word of caution. Writing in what is referred to as Provincial Letter XVI, Blaise Pascal noted “I made this [letter] very long, because I did not have the leisure to make it shorter.” Pascal’s comment highlights the effort needed to craft compact and effective communication. This is particularly true for the seemingly simple **Way We Serve** statement. For example, my team and I routinely work with company leaders to craft these statements during full-day retreats. That is not to say that everyone needs to have a face-to-face facilitator (thus the worksheet below). However, if you should feel stymied by the process, please do not hesitate to reach out to us at the Michelli Experience where we are committed to “treating you like you are our only customer.”

Despite its complexity, I know the power of this process! If designed and implemented effectively, everyone in your organization will provide the **Way We Serve** statement as the answer to the question: “How do you want people to feel as a result of being served here?” Additionally, staff will use the phrase to guide their actions when they need to improvise in order to deliver service. Coaching will also center around questions like “What would a loving parent do in that situation? Or “What else might you have done to help the customer feel like they have entered a community living room?” Ultimately, you will see your **Way We Serve** statement reflected in the comments of customers who say things like, “Your staff members were so attentive, I felt like I was a VIP.”

Good luck on this most important adventure...

**Directions:** Fill in each section with information requested. Each item is a critical component of creating the statement.

<b>Vision:</b>	<b>Mission:</b>
<b>Values:</b>	<p><i>With the critical definitions of your organization in the front of your mind (vision, mission, values) write answers to each of the questions below.</i></p> <p><b>What is your company exceptionally good at? Where do you set the standard within your industry?</b></p> <p><b>What makes your organization unique?</b></p>
<b>Marketing Tagline:</b>	<p><b>How do you want each and every customer to feel during interactions?</b></p> <p><b>Write your one-sentence WAY WE SERVE STATEMENT HERE:</b></p> <p>Next, make sure you have a communication plan, training roll- out plan and ongoing conversations about the statement so service is delivered in this way, in every customer interaction and that employees treat peers in this same man.</p>

