



# Customer Astonishment – Employee/Leadership Workshop

## Enrichment

**Loyalty & service excellence workshops. Create a culture of service excellence that will keep your customers coming back.**

### Program Overview

Darby Checketts has positively astonished clients from businesses such as Duke Energy, Intel and even the Federal Government. Darby's workshops are geared to motivate organizational leaders, and back-office and front-line employees to lead effectively and positively astonish customers. Darby is a sought-after speaker, consultant, author and customer astonishment thought leader.

### Program Step-by-Step

**Leverage: Create Your Own "Tipping Points" in Business and in Life.**

Archimedes, the ancient Greek mathematician, once said, "Give me a lever long enough and a place to stand, and I could lift the world." What are your levers? Where do you stand? Darby will help you examine the principles that represent the firm footing you need to lift your world. These will be an inspiration and an all-around guide to your leadership in business and success in life. There are 25 Leverage Keys. As you apply the Archimedes Factor, you will recognize new power and creativity, and feel the world begin to move.

### Customer Astonishment: The Commitment to World-Class Customer Care.

Customer loyalty is the crowning achievement in any business. Customer loyalty is absolute leverage on profitability and growth. It means that your success is cumulative from year to year. In today's business environment, a satisfied customer is no longer enough. We have entered a new age wherein you must positively astonish your customers by anticipating their needs. To be Customer Need Driven is the goal. Your customers expect leadership. As you demonstrate such a commitment, a true spirit of partnership will develop. Brand loyalty will be the result.

### High Performance Leadership: Instill the Vision, Build Partnerships, and Do the Impossible.

The dynamic forces at work in this new millennium require a regular transformation of your vision, your commitments, and your capabilities. To thrive in this environment, you must sometimes do the impossible. Keeping your balance depends on maintaining a clear sense of your Core Purpose and cultivating powerful partnerships. With the right partners, nothing is impossible and you will create the future you envision. Gary Hamel, author of *Leading the Revolution*, said, "You can't use an old map to find a new land." Darby will help you create the new MAP: Mechanisms, Agreements, and Partnerships.

### Program Elements

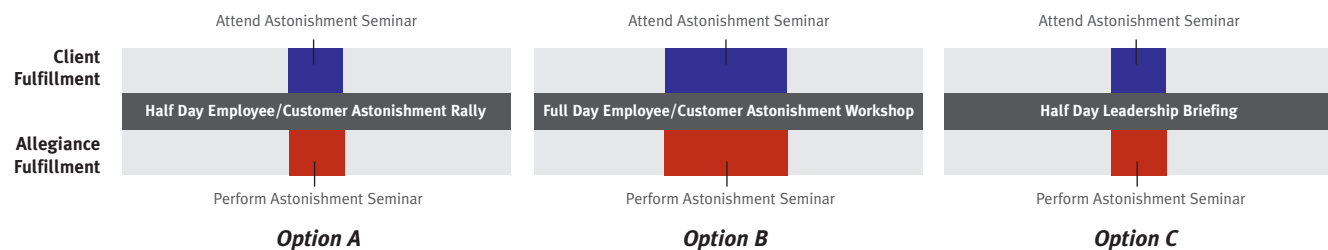
- Half day Employee/Customer Astonishment Rally
- Full day Employee/Customer Astonishment Workshop
- Half day Leadership Briefing

### Who Should Use This?

Sr. Management Team/Employees

### Typical Fulfillment Time

1+ business days



"Doing surveys is one aspect of gathering feedback, but going beyond analytics to actually using the data to affect business outcomes is very powerful. Professional services and consulting is critical to help customers not only collect the right data, but actually understand it and put it into practice in their organization."

– Esteban Kolsky, Research Director, Gartner, Inc.

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