



# SPEED

***Speed*** means dramatically shortening the time it takes to complete any task for customers and co-workers:  
***Doing it fast, Doing it now—and Doing it right.***

Alter your employees' mindset, eliminate barriers and empower them to act quickly, and review restricting policies and systems.

This training program gives your employees the ***Speed*** Mindset and empowerment to produce quick, quality and unexpected turnaround every time.

## ***Speed*** training will also:

- Help you define ways ***Speed*** can work in your organization to provide exceptional service
- Define the internal and external barriers to ***Speed***
- Work with employees to identify the ***Speed*** mindset needed for success
- Show the relationship between empowerment and effective use of ***Speed***
- Recognize how your policies and procedures can affect ***Speed***
- Show employees that waiting until the last minute doesn't leave time to overcome problems
- Identify tools and techniques that will create, increase and affect ***Speed***

**Culturally and socially,** most employees do not think, act or work with urgency or the Speed mindset—and are not empowered with the tools and techniques to understand the importance of providing exceptional service to their internal and external customers. **A company that empowers its employees values Speed. Are your employees up to Speed?**

What is the Speed Strategy? Speed is a structured approach to dramatically reduce the amount of time and effort it takes to quickly complete a project or task—while giving exceptional service at every level of the organization.

**Push the envelope... Differentiate and revolutionize your organization and become an industry leader with Speed**

Relative to both internal and external customers, are your employees willing to look for opportunities to 1) finish projects and tasks significantly before deadline, 2) WOW customers and co-workers by constantly completing tasks ahead of deadline, and 3) Impress others with their commitment to their needs?

*If you need a project done in 12 days, or if you need a project done in 8 hours... when does the average employee start?*

Most managers know the answer. With Speed, the results will be very different.

*Think about how different your company would be from most when an employee delivers a project in 1 hour instead of 8; 1 day instead of 12?*

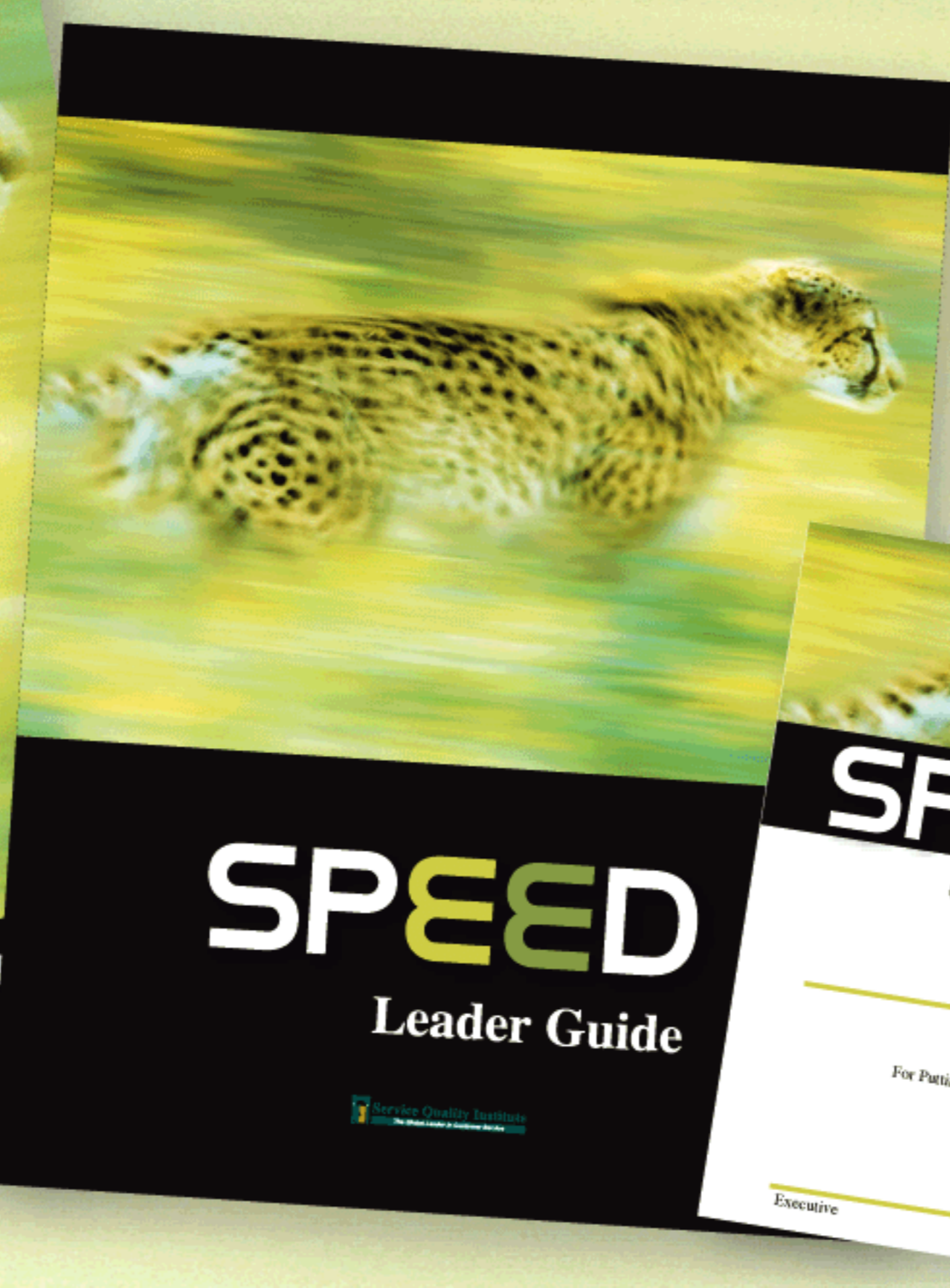
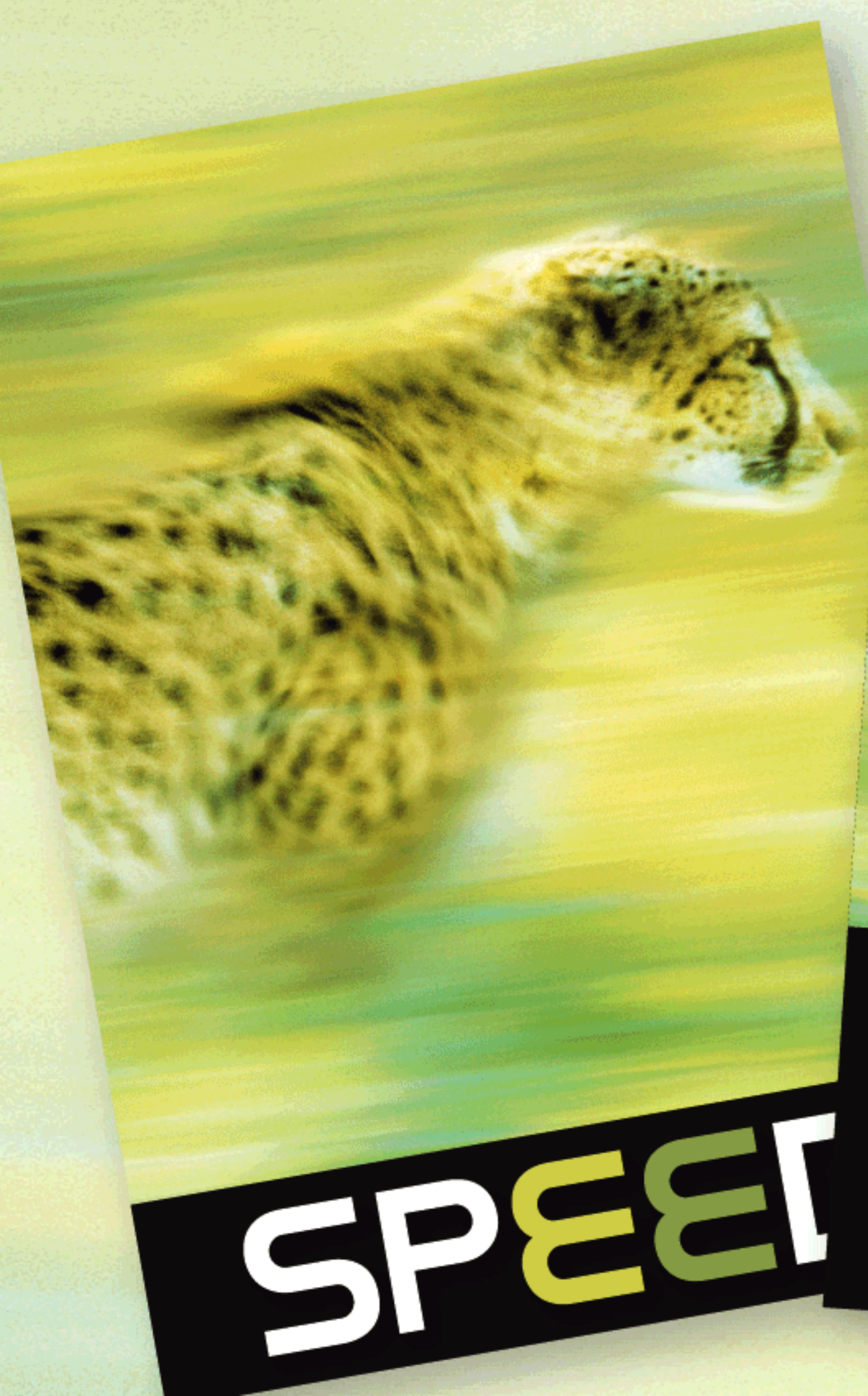
Speed means changing the factors that affect the completion of a job—and then doing it faster than you thought possible.

## **Empowering Your Employees So Everybody Wins!**

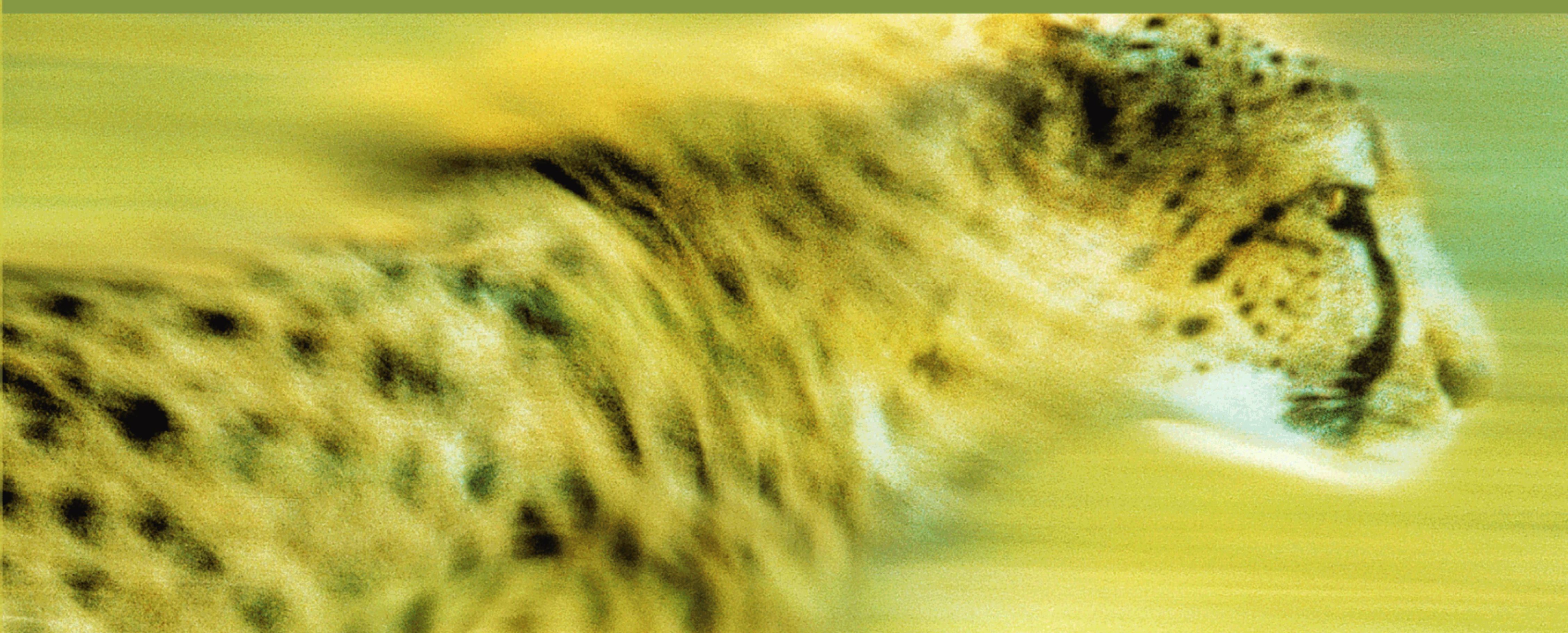
Despite good intentions, cumbersome organizational policies and procedures can prevent your employees from exceeding expectations. If you want your organization to be the industry leader and hold a competitive edge, everyone needs to focus on Speed.

Do your policies affect the Speed mindset by outdated technology, rigid scheduling and understaffing? Do your policies emphasize detail versus timely results, not allow employee input, and are non-supportive of employees' decisions?

Your internal and external customers should expect exceptional response to their needs. This is where Speed comes into the picture every day in every transaction. Speed is vital to job performance and your company's success at remaining competitive.



**Speed means you are committed to your projects,** your co-workers, your organization, and your customers. It's a willingness to actively look for opportunities to use **Speed every day and in every encounter**



**Managers, employees and the company benefits in so many ways with the easy-to-implement Speed Mindset**

## What's in it for your employees?

Employees need to realize that Speed can make the difference between personal and professional success and failure—and make others notice their dependability, knowledge and leadership skills. Through this innovative Speed training, they can learn to quickly and effectively:

- Stand out from the pack as a leader and a mentor
- Increase their value and position as a team player and dependable leader.
- Create more opportunities for promotions and potential for increased income
- Maintain a competitive edge and gain new self-confidence.

*Speed* can only exist when employees are empowered to make decisions without fear when the situation occurs—finding solutions that benefit a task or customer encounter.

**7 Important Speed techniques will help your company and employees. Some start with the company, others with the individual who needs to:**

1. Organize
2. Prioritize
3. Manage time
4. Recognize efficiency opportunities
5. Communicate
6. Keep your promises—and over deliver
7. Limit distractions

**Barriers/roadblocks — real or imagined — must first be recognized to be eliminated within the organization and with vendors.**

Internal barriers are within your control through your Speed mindset and changing your attitude, accountability, follow-through and empowerment.

**External barriers** are outside forces beyond your control that might occur through no fault of your own.

- Organizational policies and procedures
- Systems and technology that can dramatically increase Speed for employers and organizations by simplifying processes and streamlining workflow.
- Reliance on vendors or third parties that don't support the Speed Mindset can delay or damage results.

When you begin to think, act and work with Speed, you will learn to better adapt those tools to best work for you

**After 37 years of experience,** Service Quality Institute is the global leader in helping organizations create a service culture built around the Speed mindset, leading to employee empowerment and **delivery of exceptional customer service.**

In the training session, you will be introduced to the Speed strategy that is designed to:

- Significantly reduce the amount of time and effort.
- Spotlight your work ethic and abilities.
- Gain the competitive advantage.
- Provide exceptional customer service.

**Customers value Speed...** Speed leads to dramatic growth and shows your customers or co-workers that you care about providing them exceptional service. **Speed means keeping promises and over-delivering.**

In Service Quality Institute's 37 years of training and customer service, they have created over 30 off-the-shelf programs—and has customized programs for Federal Express, Wong in Peru, Prado of Ecuador, Banco G&T Continental of Guatemala, Allied Van Lines, Bank of Communications in China, US Armed Forces (to name a few), and other firms across the world.



John Tschohl is the Founder and President of **Service Quality Institute**, the global leader in customer service. Author of *Achieving Excellence Through Customer Service*, *Loyal for Life*, *The*

*Customer is Boss*, *e-Service*, and *Ca\$hing In*, John Tschohl has been called a “customer service guru” by Time and Entrepreneur Magazines. John is now using his experience to create a revolutionary new approach to move employees and organizations from slow to fast.

## Why Speed?

Speed from your entire organization sends out positive word-of-mouth advertising and sets your organization apart as a leader.

Speed is a disciplined learning program that will help change the mindset, attitude and behavior of each team member while teaching the Speed skills.

It increases employees' self-worth and how they deal with customers and co-workers. The Speed training is designed to change attitudes to get your organization going forward with a Speed mindset.

To accomplish this, John Tschohl has created a leading-edge training program that can shift the performance of every employee in your entire organization to be competitive—driven by Speed.

**Speed is a program that is easy to implement internally.**

Service Quality Institute and its representatives can 1) train your staff to facilitate the entire Speed program for your team, 2) train your trainers to teach it, or 3) provide all the user-friendly instructionally designed training tools needed for each of your locations that will get everyone mastering Speed simultaneously. You will see an immediate improvement in attitude and mindset.

## Facilitator package includes:

**Leader's Guide:** The Guide contains everything needed to plan, organize and teach. Easy-to-follow scripted seminar, preparation checklist, room layout ideas, discussion questions and answers, training tips, and video scripts are available for facilitators in each location. Leader Guide includes participant manual text so the facilitator doesn't have to jump between Facilitators Guide and Participant's Manual. Implement the training in 2 sessions of 3-4 hours each, spaced one week apart.

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**Speed is a program that is easy to implement.**

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**Video:** Each location receives two DVDs/videos/CDs totaling 45 minutes, each containing a series of skits that demonstrate the principles of Speed, and general group discussions and experiential learning.

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**Participant Materials:** Each team member receives a 6" x 9" beautifully packaged 93-page, easy-to-understand participant workbook that has homework and exercises used throughout the two sessions. It's designed so each team member will use the book and master the Speed concept and mindset. They also receive a Certificate of Completion, Technique Cards and Speed Performance Standards.

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