

# LEGENDARY SERVICE

# VIRTUAL LEARNING DESIGN

## VIRTUAL SESSION 1

DURATION	SECTION	KEY CONTENT
30 min.	LAUNCH	Participants complete LAUNCH assignments: <ul style="list-style-type: none"> <li>• Watch <i>The Legendary Service Story</i> preview video</li> <li>• Download and complete the My Challenging Situation Worksheet</li> <li>• Download and complete Hall of Shame or Fame Worksheet</li> <li>• Download and complete the Self-Care Worksheet</li> </ul>
14 min.	Welcome	Welcome participants to the first virtual session of Legendary Service.
10 min.	Rating Customer Service	Explore the impacts of mediocre service and of Legendary Service.
10 min.	Legendary Service Outcomes	Define Legendary Service and review the session outcomes.
9 min.	Rating the Service You Provide	Guide participants as they develop a customer map and rate the level of service they provide.
22 min.	Impact of Service	Explore data regarding the impact of customer service.
5 min.	Break	
16 min.	Beliefs about Service	Link beliefs about service to behaviors and impact on customers.
7 min.	My Customer Service Vision	Guide the participants in creating a Customer Service Vision statement.
17 min.	Living My Customer Service Vision	Link the participants' vision statement to their personal values.
5 min.	Being Committed to Customers Self-Survey	Allow participants to reflect on their level of commitment to customers and have them record action plan ideas.
5 min.	Next Steps and Close	Review the assignment participants need to complete during the break between sessions.

## VIRTUAL SESSION 2

DURATION	SECTION	KEY CONTENT
10 min.	Welcome	Welcome participants to the second virtual session of Legendary Service and acknowledge personal service visions.
2 min.	Being Attentive to Customers	Introduce and define Being Attentive to Customers.
26 min.	Listening Styles	Demonstrate listening styles and explore their impact.
16 min.	Being Present and Other-Focused	Guide participants in a game that requires a high level of other-focused thinking.
5 min.	Break	
13 min.	Drawing Out Information	Teach participants how to draw out information about the customer's needs and wants and practice asking open-ended questions.
6 min.	Confirming What You Heard	Teach a process for confirming what was said.
15 min.	Practice Listening Actively	Allow participants to practice the skills they learned to listen actively as they share the challenging customer service situation they recorded on their LAUNCH worksheet.
14 min.	Creating a Customer Analysis	Allow practice in completing the Customer Analysis Worksheet.
5 min.	Being Attentive Self-Survey and Action Plan	Allow participants to reflect on their behaviors and have them record their action plan ideas.
8 min.	Next Steps and Close	Review the assignment participants need to complete during the break between sessions.

## VIRTUAL SESSION 3

DURATION	SECTION	KEY CONTENT
7 min.	Welcome	Welcome participants to the final virtual session of Legendary Service and review the learning map.
3 min.	Identify Responsive Behavior	Identify responsive behaviors in service scenarios.
11 min.	Being Responsive Overview	Introduce and define Being Responsive to Customers.
10 min.	Acknowledging Feelings	Provide practice in acknowledging feelings.
10 min.	Offering Solutions and Gaining Agreement	Explore the challenges to offering solutions and gaining agreement, and strategies for overcoming those obstacles.
6 min.	Expressing Appreciation	Guide participants in crafting an expression of appreciation and practicing its delivery.
12 min.	Responding to a Challenging Situation	Provide practice responding to the challenging customer service situation identified in the LAUNCH activity.
4 min.	Responsive Self-Survey and Action Plan	Allow participants to reflect on their behaviors and have them record their action plan ideas.
5 min.	Break	
4 min.	Being Empowered	Introduce and define Being Empowered.
6 min.	Self-Care	Guide participants in creating a self-care plan.
7 min.	Examining Your Power	Explore opportunities for expanding upon the participants' power.
20 min.	Policies, Practices, and Procedures	Discuss and record recommendations for practices, policies, and procedures to start, stop, and continue.
3 min.	Empowering Legendary Service	Conclude with <i>The Legendary Service Story</i> video and demonstrate the practice of empowering legendary service.
4 min.	Being Empowered Self-Survey and Action Plan	Allow participants to reflect on their behaviors and have them record their action plan ideas.

## VIRTUAL SESSION 3 (CONTINUED)

DURATION	SECTION	KEY CONTENT
8 min.	Honorable Close	Manifest Legendary Service's abstract concepts by activating metaphorical thinking.
120 min.	Mastering Legendary Service	Participants complete MASTER assignments: <ul style="list-style-type: none"><li>• Share your Customer Service Vision</li><li>• Complete a Customer Analysis</li><li>• Reflect on your level of service by taking the self-surveys</li><li>• Have an Empowering Legendary Service meeting with your manager</li></ul>