

“WE’RE IN THE BAND”™



THE PAPERBOYS

Leader's Guide

PREVIEW

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INTRODUCTION

CUSTOMER SERVICE AND TEAMWORK

Most people – your employees included – know what good service feels like. They have countless experiences shopping, eating out, going to the dentist or doctor, or getting their car fixed.

Most people also know what it feels like to be part of a cohesive team. Maybe they've been part of a sports team, a study group, a charitable organization, or another group of people who share a common goal and work well together to achieve it.

In our daily lives and our work lives, most of us have experienced good customer service and effective teamwork. If that's so, then why doesn't good service and teamwork come easily to everyone? Why is training necessary? The answer is simple: *your employees may know how good service and teamwork feel, but they may not know what specifically they need to do to provide great service.* That's where this program can help.

WE'RE IN THE BAND

We're In The Band is an engaging show that illustrates how customer service and teamwork are critical to a band's success. As the members of the band, The Paperboys, discuss what makes them successful, your employees will learn how the band's approach to their audience and one another parallels customer service and teamwork in their world. **We're In The Band** will help your employees identify what they need to do to earn a standing ovation from your customers.

This training package also includes music videos. Use the music to add fun to your workshop as participants are coming in, during the icebreaker, when you take a break, or during activities.

LEARNING OBJECTIVES

At the end of this workshop, participants will be able to:

- List the five elements of a Standing Ovation.
- Explain how customer service and teamwork are related.
- Describe what those five elements look like in your business.
- Identify specifically what they will do to earn a Standing Ovation when they return to their jobs.

GETTING STARTED

ABOUT THIS PROGRAM

We're In The Band is the cornerstone of this training. The clips of band members and other service professionals will engage your employees and generate discussion. This *Leader's Guide* will help you guide the discussion and customize the training for your work setting.

Note: This workshop focuses on the idea that in any business, there are five things to do to earn a Standing Ovation. The training points in the video, **We're In The Band**, build on the idea that you must first come to perform. Coming with a performance mindset as the first element of a Standing Ovation because it is the foundation for everything else.

YOUR ROLE

Whether you are a manager or a trainer, your role is to make this workshop lively and fun. Ask questions. Encourage dialogue, thinking, and reflection. Keep the class energized as you guide their learning about customer service and teamwork.

WORKSHOP OPTIONS

There are two ways to approach this learning:

- As a stand-alone workshop that runs approximately 1½ hours
- As a 30-minute staff meeting with pre-work and follow-up

Refer to the tables on the next page to get an idea of time estimates for each training option.

TIME ESTIMATES – TRAINING OPTION #1: WORKSHOP

Training Topic	Approximate Time
Welcome / Icebreaker / Icebreaker Debrief	15
Learning Objectives / Introducing The Paperboys!	5
We're In The Band DVD	10
Discussion and Debrief / The Five Elements of a Standing Ovation	10
Activity: A Standing Ovation in Our Business	15
Customer Service and Teamwork	5
Activity: A Standing O – What Do You Need to Do?	15
Action Plan: Earning a Standing O in Our Business	10
Wrap-up	5
Total	1 hr 30 mins

TIME ESTIMATES – TRAINING OPTION #2: STAFF MEETING

Training Topic	Approximate Time	Pre-work
Icebreaker / Icebreaker Debrief	--	--
Learning Objectives / Introducing The Paperboys!	--	Yes
Welcome / We're In The Band DVD	10	--
Discussion and Debrief / The Five Elements of a Standing Ovation	5	--
Activity: A Standing Ovation in Our Business	5	--
Customer Service and Teamwork	5	--
Wrap-up	5	
Total	30 minutes	

TIME ESTIMATES – TRAINING OPTION #2: FOLLOW-UP MEETING

Welcome	5
Activity: A Standing O – What Do You Need to Do?	10
Action Plan: Earning a Standing O in Our Business	10
Wrap-up	
Total	30 minutes

TIPS FOR CONDUCTING A SUCCESSFUL MEETING

Before we get into the specifics of the program, let's go through a few basic training tips:

- Start on time and end on time.

- The foundation of this workshop is the band, The Paperboys! Use their music to add fun and energy to your class.
- Raise the energy level and increase participation in the class by having fun. When the energy level starts to dip, get your participants out of their seats. Ask questions and reward answers.
- Tell the class that you will follow up to help ensure that learning took place; then do so!

PREPARING FOR YOUR MEETING

The most important thing you can do before you teach this workshop, is prepare. Get familiar with the DVD. Get comfortable with this Leader's Guide, the PowerPoint slides (if you are using them) and the music videos. Check out the band's website to get a feel for band members and their music.

As you prepare, go through the activities and anticipate your employees' responses so you can better help them through the learning process.

PRE-MEETING CHECKLIST - WORKSHOP OPTION

- Watch the video, **We're In The Band**.
- Read this Leader's Guide.
- Check out the band's website, www.paperboys.com.
- If necessary, order additional ALL ACCESS pass cards and **We're In The Band** neck lanyards to reinforce the learning.
- If you are using PowerPoint slides, get familiar with the slides.
- Familiarize yourself with the music videos and how to run them on your computer.
- Reserve meeting space.
- Gather what you need: a TV, DVD player, a laptop (if necessary), flip chart, and markers.
- If you are using flip charts, prepare them ahead of time.
- If you are using the Icebreaker, print and cut into strips.
- Post Meeting Announcement or send Workshop Invitations.
- Print Handouts to ensure you have enough for one per participant:

- A Standing Ovation in Our Business
 - A Standing O: What Do You Need to Do?
 - Action Plan: Earning a Standing O in Our Business
- Gather candy, gum, and trinkets to reward participation and add a dimension of fun to the meeting.

PRE-MEETING CHECKLIST - STAFF MEETING OPTION

- Watch the video, **We're In The Band**.
- Read this Leader's Guide.
- Check out the band's website, www.paperboys.com.
- If necessary, order additional ALL ACCESS pass cards and **We're In The Band** neck lanyards to reinforce the learning.
- Reserve meeting space and gather a TV and a DVD player.
- Post Meeting Announcement.
- Post a copy of the handout, *A Standing O: What Do You Need to Do?* in the break room, or other common area, so employees have an opportunity to read the questions and think about their answers.
- Make copies - one per employee - of the Action Plan

Note: The *Standing O: What Do You Need to Do?* and the *Action Plan* are designed as follow-up work for the Staff Meeting Training Option.

PREPARING YOUR FOLLOW-UP

Once your team members walk out of your meeting, it may seem as if your job is done. But how do you know whether they will remember what they learned? How do you know that they will transfer that knowledge to the workplace?

That's why follow up is so critical. It reinforces everything that they learned and also gives employees the opportunity to ask any additional questions that have surfaced in their individual jobs.

If you're a manager, follow-up is easy. Catch your employees doing something right! Praise them when they do something different as a result of this training or if they follow through on their personal action plan. *Celebrate Standing Ovarations*. Give *Standing O Awards* or have a *Standing O Wall of Fame*.

If you're a trainer, follow up will depend on your time, resources, demands and company culture.

If you have a staff meeting, schedule another meeting to talk through the learning points and the action plan. Or, consider the ideas that follow.

The ideas here range from simple check-ins to a more formal process:

- ❑ Have a *Standing O* board with service and teamwork successes and milestones.
- ❑ Schedule a follow-up break or lunch 30 or 60 days after the training. Informally discuss what's worked, what's been challenging and any issues or achievements related to customer service and teamwork. Give *Standing O Awards*.
- ❑ Ask participants to submit stories about how they have successfully implemented their Action Plan, or particularly good customer service or teamwork stories based on the learning points of this training.
- ❑ E-mail success stories to all participants. Again, focus on improvements, milestones and achievements as well as successes.
- ❑ Observe. Catch your team members in the act of providing excellent service or teamwork. Encourage them verbally or write them a note telling them that you see and appreciate the great job they are doing.

FLIP CHARTS – WORKSHOP OPTION

- 1 The Paperboys
World Roots Music
Fusion of Folk, Celtic, Bluegrass, Pop, Rock

- 2 The Paperboys
multi-cultural
multi-ethnic
multi-generational
multi-lingual

- 3 Meet the Band
Geoffrey on flute
Matt on drums
Kendel on fiddle
Brad on banjo and bass
Tom, lead vocals and guitar

- 4 The Five Elements of A Standing Ovation
 1. Come to Perform
 - 2.
 - 3.
 - 4.
 - 5.

- 5 Teamwork Enhances Customer Service

- 6 Come to Perform
What can you do?

- 7 Set the Stage
What can you do?

- 8 Connect with Your Audience
What can you do?

9 Leave Your Baggage at the Door
What can you do?

10 Pick Each Other Up
What can you do?

TRAINING OPTION #1: WE'RE IN THE BAND WORKSHOP

CONDUCTING YOUR WORKSHOP

WELCOME

WELCOME employees as music plays.

ACTIVITY ICEBREAKER: MIX AND MATCH

TELL participants that you will be distributing slips of paper that contain a concert term, the definition of the concert term, or a statement that applies to customer service or teamwork. **EXPLAIN** that they will be forming groups of three and to do so, they will need to find two people that match up with their slip of paper.

EXPLAIN:

- ❑ There are 9 different concert terms, 9 concert term definitions, and 9 statements about customer service and teamwork.
- ❑ The objective is to find two people with a matching term, definition, or statement.
 - For example, if you have a concert term, you need to find someone who has the definition of the concert term and someone who has a statement about customer service or teamwork that fits with the concert term.
 - If you have a statement about customer service, you need to find someone who has a corresponding concert term, and someone who has the matching concert definition.
- ❑ After everyone has a slip of paper, they should get up and move around talking to one another to find their groups.

SAY:

For example, if you had the word Gig, you would partner with someone who had the concert definition, "the show" and someone else who had the statement, "your job."

DISTRIBUTE one slip of paper per person.

Note: The objective of this activity is to create groups of three while creating a parallel between the concert world and your world.

DEBRIEF

ASK:

Who has Audience? What is the definition? What is the service statement that corresponds?

As a group, **SUMMARIZE** each pair of statements aloud.

Concert Term	Concert Term Definition	Customer Service or Teamwork Statement
Audience	<i>The fans that come to see the show.</i>	<i>Your customers, patients, etc. The people who come to your business for your products and services.</i>
Back of House	<i>Everything on the stage and behind it, including equipment, dressing rooms, etc.</i>	<i>Everything that supports the front-line employees, including support staff, and policies and procedures that ultimately impact the customer.</i>
Concert	<i>A performance given by one or more people who sing or play instruments, or both</i>	<i>Team members who work together toward a common goal</i>
Encore	<i>An additional performance added to the end of a concert because the audience wants more</i>	<i>Another opportunity to wow customers when they return</i>
Front of House	<i>Everything in front of the stage and forward, including seating area, aisles and doorways</i>	<i>Where the customer directly interacts with the employee, including a sales floor, medical office, hotel lobby, public safety office, etc.</i>
Meet and Greet	<i>A session, usually before or after the concert, during which select fans meet band members</i>	<i>Your first interaction with your customer</i>
Stacks and Racks	<i>The sound equipment that turns the band's music into a concert experience. The stacks are speaker and racks are the amplifiers that run them.</i>	<i>The customer service you offer. It's what sets your product or service above the competition's.</i>
Stage	<i>The platform on which the band performs.</i>	<i>The sales floor, the office, the place where you do your job.</i>
Venue	<i>The building or theater where the concert is being presented.</i>	<i>Your workplace.</i>

ASK:

Why do you think we went through this activity?

Answers will vary.

SAY something like:

This was a fun way to parallel the concert world with what we do here. Just as a band has to be “on” to perform, we have to be “on” for our customers. There are certain things a band does for a standing ovation and there are certain things we need to do to get rave reviews from our customers. That’s what this workshop is about. Let’s take a moment to go through the learning objectives together and then we will watch the show.

LEARNING OBJECTIVES

TELL learners that at the end of the workshop they will be able to:

- List the five elements of a Standing Ovation.
- Explain how customer service and teamwork are related.
- Describe what those five elements look like in your business.
- Identify specifically what they will do to earn a Standing Ovation when they return to their jobs.

WE’RE IN THE BAND

POST flip charts #1 and #2: The Paperboys...

INTRODUCE the show by telling participants a little about the band, The Paperboys.

- The band, which was formed in Vancouver, Canada in the mid-90s, fuses Folk, Celtic and Bluegrass music with Pop and Rock to create World Roots Music.
- The Paperboys describe themselves as the only multi-cultural, multi-ethnic, multi-generational, multi-lingual, multi-instrumental, genre bending, co-ed band around today.
- The band has several albums, has played for sell-out crowds in North America and Europe, and has earned several awards including the JUNO Award, Canada's version of the Grammy.

POST flip chart #3: Meet the...

SAY something like:

In this short video, you will meet the Paperboys: Geoffrey on flute; Matt on drums; Kendel on fiddle; Brad on banjo or bass; and Tom, lead vocals and guitar. They talk candidly about what it means to perform and what makes The Paperboys successful. As you watch the show, think about how their philosophy translates to our world.

SHOW the DVD/video.

DISCUSSION AND DEBRIEF

ASK:

What was your favorite part of the show?

Answers will vary.

ASK:

You heard from people in different businesses talking about their audience. Who is our audience?

What do they expect from us?

Answers will vary.

ASK for a show of hands.

How many of you have thought of your customers as an audience and yourself as a performer?

Note: It is unlikely that you will have a majority raising their hands to this question unless this is a theme you have used before when talking about customer service. If you have some who raise their hands, congratulate them and move onto the advantages of thinking about customers as an audience.

ASK:

What are the advantages of thinking of your customers as your audience and you as a performer?

Answers include: It's more fun; you can play a part even when you're not up for it; when you're performing you try to engage the audience; when you're performing everyone works together, etc.

SAY something like:

Thinking of our customers as our audience is a different way of thinking about our job, and it is a great way to ensure that we are "on" for our customers.

There are five things that bring audiences to their feet during a concert. Let's call them the Five Elements of a Standing Ovation.

THE FIVE ELEMENTS OF A STANDING OVATION

POST flip chart #4: The Five Elements ...

REFER to flip chart and **SAY** something like:

*A standing ovation – for a band – or in our business – is impossible unless each and every person comes to work with a performance mindset. The band calls it *Come to Perform*. For us, it's the first element of a Standing Ovation.*

ASK and flip chart answers.

The Paperboys make it clear in the video that they come to perform. With a performance mindset, what else do they do to put on a great show?

Set the stage; Connect with your audience; Leave your baggage at the door; Pick each other up

ACTIVITY A STANDING OVATION IN OUR BUSINESS

DISTRIBUTE handouts entitled, *A Standing Ovation in Our Business*. **ASSIGN** one element to each group. **EXPLAIN** that:

- They should work in groups to address the questions on their topic.
- They will have 5 minutes and should be prepared to share their answers with the class.

DEBRIEF A STANDING OVATION IN OUR BUSINESS

ASK each group to share their answers.

☞ *Come to Perform*

What does *Come to Perform* look like in our business?

☞ *Set the Stage*

What does a *Set Stage* look like in our business?

☞ *Connect with Your Audience*

What does a *Connection* look like in our business?

☞ *Leave Your Baggage at the Door*

What does it look like when you bring your baggage to work? How does it affect your co-workers? How does it affect your audience?

☞ *Pick Each Other Up*

How do you know when a colleague who isn't "on?" How does it affect you? How does it affect your audience?

SAY something like:

We've talked about what the elements of a standing ovation should look like. Next, let's talk about the connection between service and teamwork.

CUSTOMER SERVICE AND TEAMWORK

REFER to flip chart #4.

ASK:

Which elements of a standing ovation have to do with teamwork and which ones have to do with customer service?

They all have to do with teamwork and service.

SAY:

Teamwork and customer service are interwoven in all aspects of a work team, whether you are in a band or in a work group like ours. Teamwork is in each of the elements for a standing ovation.

POST flip chart #5: Teamwork Enhances ...

ASK:

Teamwork Enhances Customer Service. What do you think of this statement? True? Why or why not?

GENERATE discussion about why teamwork is important to great customer service.

SAY something like:

Teamwork is a part of all the elements of a standing ovation, but it is clearly evident in picking each other up. But, we can't just rely on our teammates. We also have a personal responsibility to turn our day around.

ASK for a show of hands:

Who remembers what the police officer said in the show about having a bad day?

Bad days aren't allowed in the police department.

What do you think he means by that?

It would get in the way of his job of keeping the public safe.

ASK for a show of hands.

Who believes a bad day gets in the way of *our* audience?

Sure it does. We may not be in the business of keeping citizens safe, but a bad day affects our audience too.

ASK:

So, what can you do to turn a bad day around?

Answers will vary.

What usually happens when you smile even when you don't feel like smiling?

Usually you end up feeling better. It picks you up.

Who remembers what Kendel said about going on stage even when you're having a bad day?

She said, "The funny part is, even if you're having a bad day, by the time you're on stage, it usually lifts you back up."

SAY something like:

Both Kendel and the police officer know that when their shift or the show begins, they need to be "on." They may have colleagues or band mates to help pick them up, but they have a personal responsibility too.

Now let's take a look at our business and what we need to do to earn a Standing Ovation.

ACTIVITY A STANDING O: WHAT DO I NEED TO DO?

POST flip charts #6 through #10.

DISTRIBUTE the handout, *A Standing O: What Do I Need to Do?* **EXPLAIN:**

- They should work in groups to address the questions on their handout.
- They should come up with as many ideas as they can.
- Their answers should be specific.

Note: This should be a quick activity that energizes the group, encourages discussion about what employees are currently doing, and elicits new ideas for standing ovation service. While participants are working, **POST** a blank flip chart page next to flip charts #5 through #9 so you can flip chart their answers during the debrief.

DEBRIEF A STANDING O: WHAT DO I NEED TO DO?

TELL participants that each group will have an opportunity to share answers. **EXPLAIN** that you will flip chart their answers. Any group that has a unique answer – that is, an answer none of the other groups has – will earn a point. The group with the most points at the end of the activity wins.

WRITE answers as you debrief. The first question is given as an example.

Come to Perform

What specific things can you do to make sure you are ready to perform?

ADDRESS the first group and **SAY** something like:

The first element of a Standing Ovation is Come to Perform. What ideas did your group come up with to make sure you are ready to perform?

When you finish flip charting their answers, **ASK** for a show of hands as you read each answer aloud.

Who else came up with this idea?

If a group raises hands, no points are given. If nobody raises a hand, direct the original group to jot down a point. Continue in this manner until you've read all answers aloud. Then, **ASK:**

Does any group have an answer not said already?

If so, add it to the flip chart and if it is a unique answer, award a point.

CONTINUE until all elements have been discussed.

Set the Stage

What specific things can you do to set the stage for your audience?

☞ Connect with Your Audience

What specific things can you do to connect with your customers?

☞ Leave Your Baggage at the Door

What specific things can you do to make sure your baggage doesn't come to work with you?

☞ Pick Each Other Up

What specific things can you do to pick up someone on your team who is having a rough day?

TELL participants to tally their points. **IDENTIFY** and acknowledge the winning team. Award prizes if you have them.

WHAT STANDS IN THE WAY?

DIRECT participants to look at the flip charts.

ASK:

What do you think of these ideas? Are they realistic? Why or why not?

Answers may vary.

What obstacles can get in the way of doing these things?

Answers may vary.

What can we do to overcome those obstacles?

Answers may vary.

SAY something like:

We're all familiar with the saying "the show must go on." That is true for the band, and it's true for us. Let's take what we've talked about so far and put it into an action plan.

ACTION PLAN: EARNING A STANDING O

DISTRIBUTE Action Plans. **EXPLAIN:**

- They should work individually.
- They should consider all the ideas that were discussed in the previous activity.
- For each element of a Standing Ovation, they should pick one or two ideas to commit to applying at work.
- They should sign and date the form.

CONCLUSION

THANK employees for attending and **EXPLAIN** your follow-up.

Note: Consider collecting Action Plans so you can see what employees plan to put in to practice. Then, return them after a few weeks as a check-in and reinforcement of the learning.

TRAINING OPTION #2: WE'RE IN THE BAND STAFF MEETING

CONDUCTING YOUR MEETING

WELCOME

WELCOME employees as music plays.

WE'RE IN THE BAND

SAY something like:

In this short video, you will meet the Paperboys: Geoffrey on flute; Matt on drums; Kendel on fiddle; Brad on banjo or bass; and Tom, lead vocals and guitar. They talk candidly about what it means to perform and what makes The Paperboys successful. As you watch the show, think about how their philosophy translates to our world.

SHOW the DVD/video.

DISCUSSION AND DEBRIEF

ASK:

You heard from people in different businesses talking about their audience. Who is our audience? What do they expect from us?

Answers will vary.

SAY something like:

Thinking of our customers as our audience is a different way of thinking about our job, and it is a great way to ensure that we are "on" for our customers.

There are five things that bring audiences to their feet during a concert. Let's call them the Five Elements of a Standing Ovation.

DISTRIBUTE handout entitled, *The Five Elements of a Standing Ovation*.

THE FIVE ELEMENTS OF A STANDING OVATION

A standing ovation – for a band – or in our business – is impossible unless each and every person comes to work with a performance mindset. The band calls it Come to Perform. For us, it's the first element of a Standing Ovation.

ASK:

The Paperboys make it clear in the video that they come to perform. With a performance mindset, what else do they do to put on a great show?

Set the stage; Connect with your audience; Leave your baggage at the door; Pick each other up

A STANDING OVATION IN OUR BUSINESS

DISTRIBUTE handouts entitled, *A Standing Ovation in Our Business*. **TELL** employees to take notes as you discuss each element.

ASK:

What does Come to Perform look like in our business?

Answers will vary based on your business.

What does a Set Stage look like in our business?

Answers will vary based on your business.

What does a connection look like in our business?

Answers will vary based on your business.

What does it look like when you bring your baggage to work? How does it affect your co-workers? How does it affect your audience?

How do you know when a colleague who isn't "on?" How does it affect you? How does it affect your audience?

Note: This should be a quick discussion about each element and how it relates to your business. The purpose of this discussion is to set up the next activity.

SAY something like:

Now, let's talk about the connection between service and teamwork.

CUSTOMER SERVICE AND TEAMWORK

ASK:

Which elements of a standing ovation have to do with teamwork and which ones have to do with customer service?

They all have to do with teamwork and service.

SAY:

Teamwork and customer service are interwoven in all aspects of a work team, whether you are in a band or in a work group like ours. Teamwork is in each of the elements for a standing ovation.

GENERATE discussion about why teamwork is important to great customer service.

ASK for a show of hands:

Who remembers what the police officer said in the show about having a bad day?

Bad days aren't allowed in the police department.

What do you think he means by that?

It would get in the way of his job of keeping the public safe.

ASK for a show of hands.

Who believes a bad day gets in the way of *our* audience?

Sure it does. We may not be in the business of keeping citizens safe, but a bad day affects our audience too.

ASK:

So, what can you do to turn a bad day around?

Answers will vary.

What usually happens when you smile even when you don't feel like smiling?

Usually you end up feeling better. It picks you up.

Who remembers what Kendel said about going on stage even when you're having a bad day?

She said, "The funny part is, even if you're having a bad day, by the time you're on stage, it usually lifts you back up."

SAY something like:

Both Kendel and the police officer know that when their shift or the show begins, they need to be "on." They may have colleagues or band mates to help pick them up, but they have a personal responsibility too.

WRAP-UP

ASK:

Without looking at your handouts, what are the Five Elements of a Standing Ovation?

Come to Perform; Set the Stage; Connect With Your Audience; Leave Your Baggage at the Door; and Pick Each Other Up

SAY something like:

Right! Now that we have talked about the Five Elements of a Standing Ovation and what they look like in our business, I'd like us to think about the specific things we can do to earn a Standing Ovation.

DISTRIBUTE handout entitled, A Standing O – What DO You Need to Do?

SAY something like:

As you go through each day this week, think about these questions. When we get together again, we are going to discuss each one and come up with an action plan.

Note: Schedule your follow up meeting before dismissing everyone.

TRAINING OPTION #2: FOLLOW-UP MEETING

WELCOME

ASK:

Who remembers the Five Elements of a Standing Ovation?

Come to Perform; Set the Stage; Connect With Your Audience; Leave Your Baggage at the Door; and Pick Each Other Up

SAY something like:

Last week, I asked you to consider the Five Elements of a Standing Ovation as you went about your work. I asked you to think about what specific things you could do to earn a standing ovation. That's what we're going to talk about now.

A STANDING O: WHAT DO I NEED TO DO?

If employees need copies, **DISTRIBUTE** additional handouts entitled *A Standing O: What Do I Need to Do?*

GENERATE discussion about each element. **TELL** employees to take notes so they have something to refer to when they create their action plan.

☞ *Come to Perform*

What specific things can you do to make sure you are ready to perform?

☞ *Set the Stage*

What specific things can you do to set the stage for your audience?

☞ *Connect with Your Audience*

What specific things can you do to connect with your customers?

☞ *Leave Your Baggage at the Door*

What specific things can you do to make sure your baggage doesn't come to work with you?

☞ *Pick Each Other Up*

What specific things can you do to pick up someone on your team who is having a rough day?

WHAT STANDS IN THE WAY?

DIRECT participants to look at the flip charts.

ASK:

What do you think of these ideas? Are they realistic? Why or why not?

Answers may vary.

What obstacles can get in the way of doing these things?

Answers may vary.

What can we do to overcome those obstacles?

Answers may vary.

SAY something like:

We're all familiar with the saying "The show must go on." That is true for the band, and it's true for us. Let's take what we've talked about so far and put it into an action plan.

ACTION PLAN: EARNING A STANDING O

DISTRIBUTE Action Plans. **EXPLAIN:**

- They should work individually.
- They should consider all the ideas that were discussed in the previous activity.
- For each element of a Standing Ovation, they should pick one or two ideas to commit to applying at work.
- They should sign and date the form.

CONCLUSION

THANK employees for attending and **EXPLAIN** your follow-up.

Note: Consider collecting Action Plans so you can see what employees plan to put in to practice. Then, return them after a few weeks as a check-in and reinforcement of the learning.

CLASS AIDS

- Meeting Announcement: Personal Invitation
- Meeting Announcement: Staff Meeting Posting
- The Five Elements of a Standing Ovation (staff meeting only)
- A Standing Ovation in Our Business
- A Standing O: What Do I Need to Do?
- Action Plan: Earning A Standing O

PREVIEW

Dear

To focus our attention on the importance of our customers, we are offering an engaging workshop for all employees, called We're In The Band.

During the workshop, you will watch a DVD and listen to members of a band called The Paperboys, discuss what they do to put on a great performance. In addition, employees from other businesses will talk about what they do to ensure they get rave reviews from their audience.

At the end of this workshop, you will be able to:

- Define the five elements of a Standing Ovation.*
- Explain how customer service and teamwork are related.*
- Describe what those five elements look like in our business.*
- Identify specifically what you will do to earn a Standing Ovation when you return to your job.*

Workshop Details are:

Date:

Time:

Place:

See you then!

To All Team Members:

*To focus our attention on the importance of our customers, we are offering an engaging 30-minute program for all employees, called **We're In The Band**.*

During the meeting, we will watch a DVD and listen to members of a band called The Paperboys, discuss what they do to put on a great performance. In addition, employees from other businesses will talk about what they do to ensure they get rave reviews from their audience.

*The band, **The Paperboys**, was formed in Vancouver, Canada in the mid-90s. The band fuses Folk, Celtic and Bluegrass music with Pop and Rock to create World Roots Music. In addition:*

- ❑ The Paperboys describe themselves as the only multi-cultural, multi-ethnic, multi-generational, multi-lingual, multi-instrumental, genre bending, co-ed band around today.*
- ❑ The band has several albums, has played for sell-out crowds in North America and Europe, and has earned several awards including the JUNO Award, Canada's version of the Grammy.*

After the video, we will talk about how their philosophy translates to our world. Following the meeting, you will be able to:

- ❑ Define the five elements of a Standing Ovation.*
- ❑ Explain how customer service and teamwork are related.*
- ❑ Describe what those five elements look like in our business.*
- ❑ Identify specifically what you will do to earn a Standing Ovation when you return to your job.*

The Meeting will be held:

Date/Time:

Place:

THE FIVE ELEMENTS OF A STANDING OVATION

There are five things that bring audiences to their feet during a concert.

*Let's call them the **Five Elements of a Standing Ovation**.*

A standing ovation – for a band – or in our business – is impossible unless each and every person comes to work with a performance mindset.

*The band calls it **Come to Perform**. For us, it's the first element of a Standing Ovation.*

The Five Elements of a Standing Ovation are:

Come to Perform

A STANDING OVATION IN OUR BUSINESS

COME TO PERFORM

What does *Come to Perform* look like in our business?

SET THE STAGE

What does a *Set Stage* look like in our business?

CONNECT WITH YOUR AUDIENCE

What does a *Connection* look like in our business?

LEAVE YOUR BAGGAGE AT THE DOOR

What does it look like when you bring your baggage to work?

How does it affect your co-workers?

How does it affect your audience?

PICK EACH OTHER UP

How do you know when a colleague who isn't "on?"

How does it affect you? How does it affect your audience?

A STANDING 0: WHAT DO I NEED TO DO?

In your groups, take a few minutes to discuss the following questions. Come up with ideas and be prepared to share them with the rest of the group. Be specific.

COME TO PERFORM

What specific things can you do to make sure you are ready to perform?

SET THE STAGE

What can you do to set the stage for your audience?

CONNECT WITH YOUR AUDIENCE

What specific things can you do to connect with your customers?

LEAVE YOUR BAGGAGE AT THE DOOR

What specific things can you do to make sure your baggage doesn't come to work with you?

PICK EACH OTHER UP

What specific things can you do to pick up someone on your team who is having a rough day?

ACTION PLAN: EARNING A STANDING O IN OUR BUSINESS

I commit to earning a Standing O by focusing on the Five Elements of a Standing Ovation, listed below.

COME TO PERFORM

To come to work with a performance mindset, I will:

SET THE STAGE

To set the stage for our audience, I will:

CONNECT WITH YOUR AUDIENCE

To connect with my customers, I will:

LEAVE YOUR BAGGAGE AT THE DOOR

To make sure my baggage doesn't come to work with me, I will:

PICK EACH OTHER UP

To pick up a team member who is having a rough day, I will:

Signature: _____ date: _____

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