

Empowerment

A WAY OF LIFE

LEADER'S GUIDE

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Contents

INTRODUCTION

Empowerment: A Way of Life

Session One:

33 *Chapter 1: WHY ARE WE HERE?*

39 Video Script – Segment 1.1

41 *Exercise 1*

43 *Chapter 2: SO, WHAT THE HECK IS EMPOWERMENT ANYWAY?*

47 Video Script – Segment 2.1

50 *Exercise 2*

52 Video Script – Segment 2.2

54 *Exercise 3*

57 *Chapter 3: CREATING A CULTURE OF EMPOWERMENT*

62 Video Script – Segment 3.1

64 *Exercise 4*

66 Video Script – Segment 3.2

67 *Exercise 5*

69 Video Script – Segment 3.3

71 *Exercise 6*

73 Video Script – Segment 3.4

75 *Exercise 7*

77 *Chapter 4: IF IT'S SO GREAT, WHY ISN'T EMPOWERMENT EVERYWHERE?*

83 Video Script – Segment 4.1

85 *Exercise 8*

87 Video Script – Segment 4.2

89 *Exercise 9*

91 *Chapter 5: GET READY FOR THE BIG PAYOFF!*

95 Video Script – Segment 5.1

98 *Exercise 10*

99 **Assignment 1**

105 Session One Review

Session Two:

109 *Chapter 6:* SMILE: A SNAPSHOT OF EMPOWERMENT

- 113 Video Script – Segment 6.1
- 115 *Exercise 11*
- 117 Video Script – Segment 6.2
- 119 *Exercise 12*
- 121 Video Script Segment 6.3
- 123 Assignment 2**

125 *Chapter 7:* THE RULES OF EMPOWERMENT

- 130 Video Script – Segment 7.1
- 132 *Exercise 13*
- 134 Video Script – Segment 7.2
- 136 *Exercise 14*

139 *Chapter 8:* EMPOWERMENT: A SUCCESS STORY

- 143 Video Script – Segment 8.1
- 144 Video Script – Segment 8.2
- 146 *Exercise 15*
- 148 Assignment 3**

149 *Chapter 9:* EMPOWERMENT TAKES TIME TO TAKE OFF

- 152 Video Script – Segment 9.1
- 154 *Exercise 16*
- 156 Video Script – Segment 9.2
- 158 Video Script – Segment 9.3
- 160 Assignment 4**

163 *Chapter 10:* SO, WHAT DID WE LEARN?

165 Session Two Review

7 INTRODUCTION

8 OBJECTIVES OF **EMPOWERMENT: A WAY OF LIFE**

9 PROGRAM COMPONENTS

VIDEO

LEADER'S GUIDE

PARTICIPANT BOOK MATERIAL

PARTICIPANT BOOK

12 LEADER'S GUIDE AT A GLANCE

14 PREPARING FOR THE SESSION

15 IMPLEMENTATION SUGGESTIONS

16 THE ART OF GOOD LEADERSHIP

17 HOW TO RUN THE SESSION

18 GENERAL LEADERSHIP TECHNIQUES

LEADERSHIP OPTIONS

THE ART OF SEMINAR QUESTIONING

HOW A LEADER HANDLES QUESTIONS

21 **THE EMPOWERMENT: A WAY OF LIFE** PARTICIPANT'S BOOK – KEY ELEMENT OF THE PROGRAM

22 SAMPLE LETTER, MEMORANDUM, OR NOTICE ABOUT **EMPOWERMENT: A WAY OF LIFE**

24 SUPPORTING **EMPOWERMENT: A WAY OF LIFE**

25 **EMPOWERMENT: A WAY OF LIFE** PERFORMANCE STANDARD

INTRODUCTION

Congratulations! You're an **Empowerment: A Way of Life** Group Leader. You've been selected to help yourself and those around you succeed at work and life, and to help your organization as well.

If you've never done this before, the amount of material may seem overwhelming at first, but it is well organized and will aid you in facilitating this session. The participants will do much of the work themselves. Your job is to guide them and ask questions as needed. When you properly prepare for your role as Group Leader, you'll find people praising how well you've performed.

So relax-- this is fun and easy, and will be well worth it to you, the organization as a whole, and especially to your customers.

Empowerment: A Way of Life is a structured approach to dramatically improve the ability of employees to make necessary, on-the-spot decisions that will lead to elated customers. By improving decision making and customer service skills, as well as reinforcing the policies that support **Empowerment**, you will consistently see higher quality results. You will improve customer relations, improve business performance, and reduce customer conflicts. In turn, you will improve both employee and customer satisfaction.

Empowerment: A Way of Life will have a powerful impact on workforce performance. Support and committed participation from you and your co-workers are essential. This Leader's Guide is designed to provide the tools you need to generate that support.

Objectives of **Empowerment: A Way of Life**

The **Empowerment: A Way of Life** program will teach you how to be proactive and take initiative. You will understand the importance of analyzing yourself, your actions, and your job performance. You will evaluate how you interact with irate customers. We want you to examine your experiences on the job and as a customer. How do you feel when an organization solves your problem without any issues? Conversely, how do you feel when they cannot fix your problem at all?

In this program you will learn what it means to be Empowered, how to create an Empowered workplace, how to overcome barriers that inhibit **Empowerment**, the benefits of **Empowerment**, what **Empowerment** should look like, the rules of **Empowerment**, how to ensure the success of **Empowerment**, and why **Empowerment** takes time to implement at your organization.

To achieve these objectives on and off the job, **Empowerment: A Way of Life** training should be conducted in a systematic, organized manner. At the same time, **Empowerment** sessions should be relaxed and informal, for you and for the participants. The program is designed for training between 8 and 15 participants and each session should be roughly 2 or 3 hours long (3 or 4 hours in developing countries).

If possible, someone passionate about customer service (an executive, manager or supervisor) should lead the **Empowerment: A Way of Life** training sessions. Peer respect for a facilitator is important, but so is authority. Employees find that their relations with the Group Leader will be improved by the frank, open approach of the **Empowerment** program. Participants will appreciate the interest and enthusiasm you bring to the discussions, and they'll translate your interest and enthusiasm into very personal terms. By giving tangible evidence of your personal interest in helping co-workers improve themselves, you are showing that you really care about them as people and that you value their superior skills.

Because **Empowerment: A Way of Life** training will help all employees, we recommend that everyone be invited to participate—including new and experienced personnel. Plan to take at least 2 or 3 hours (3 or 4 hours in developing countries) for each group session to give participants the discussion time they'll want and need to explore **Empowerment**. There's enough material in each group session to give you and your co-workers plenty of stimulation for constructive group discussion. The more everyone participates in the discussions, the better everyone will understand, remember, and apply **Empowerment: A Way of Life**.

Program Components

The **Empowerment: A Way of Life** program has three components:

1. **Two DVDs (totaling approximately 45 minutes for the entire program)**
2. **Empowerment: A Way of Life Leader's Guide**
3. **Empowerment: A Way of Life Participant Package (Participant Book, Technique Card, Certificate of Completion, Performance Standard).**

Video

The video corresponds to the program by chapter: For instance, Chapter 1 on the video corresponds to Chapter 1, "Introduction" in both the Leader's Guide and the Participant Book. Every chapter of the program has at least one video segment. The tables on pages 23 illustrate the relationship of video segments, Leader's Guide material, and Participant Book material and exercises.

At the end of each video segment, the facilitator is directed to stop the video and turn to the next exercise or activity.

The video modules, shot on location at various businesses, feature realistic, everyday scenes of employee situations and interactions.

Leader's Guide

The Leader's Guide is divided into 11 parts: The Leader's Introduction and 10 training chapters.

Introduction (Leader's Guide Only)

Chapter 1: WHY ARE WE HERE?

Chapter 2: SO, WHAT THE HECK IS **EMPOWERMENT** ANYWAY?

Chapter 3: CREATING A CULTURE OF **EMPOWERMENT**

Chapter 4: IF IT'S SO GREAT, WHY ISN'T **EMPOWERMENT** EVERYWHERE?

Chapter 5: GET READY FOR THE BIG PAYOFF!

Chapter 6: SMILE: A SNAPSHOT OF **EMPOWERMENT**

Chapter 7: THE RULES OF **EMPOWERMENT**

Chapter 8: **EMPOWERMENT**: A SUCCESS STORY

Chapter 9: **EMPOWERMENT** TAKES TIME TO TAKE OFF

Chapter 10: SO, WHAT DID WE LEARN?

The introduction provides you with the information you need to get the program up and running effectively.

The Leader's Guide includes:

- *A complete transcript of each video segment*
- *All assignments, exercises, and in-class activities*
- *Suggested leader text or key points for the leader to cover*
- *Sample or likely participant responses to questions and activities*
- *Implementation suggestions and training hints*

For each exercise, the leader is provided with suggested text or key points, the actual text of the exercise questions as printed in the Participant Book, additional follow-up questions, a place for recording sample participant responses to questions, and implementation suggestions.

Order of Material in the Leader's Guide

Within each chapter, the material appears in the following order:

- 1. Participant Book material (taken directly from Participant Book)**
- 2. Video script with approximate running time**
- 3. Numbered exercises (occasionally an exercise or activity also precedes a video segment)**

Types of Exercises and Activities

- 1. Numbered exercises follow each video segment. Through discussions and activities, these exercises reinforce and instill the main content of the program and relate directly to the accompanying video segments.**
- 2. Small group activities – may be the best way for participants to learn the material and to have fun at the same time.**

Types of Questions and Assignments

Throughout **Empowerment: A Way of Life**, the following method is used to distinguish the kinds of questions the leader will ask participants.

- *Questions in the form Participant Book Question # correspond to questions that are written out within numbered exercises in the Participant Book.*
- *Questions in the form Discussion Question refer to questions that are not written out within numbered exercises in the Participant Book and may include follow-up questions and introductory questions. Participants will not have these questions in their books.*
- *The Participant Book contains Assignments at the end of several of the reading chapters. Participants are asked to complete these assignments as part of the work between sessions.*