FORVING OURFUTURE Leadership Conference

MARCH 6-9, 2024 | ORLANDO, FL







Leading a Culture of Service Excellence

Dennis Snow
Snow & Associates, Inc.



"Inculturate" Service Excellence





Define what the customer experience is supposed to be



Walt Disney World

• It was a magical experience

They paid attention to every detail

They made us feel special











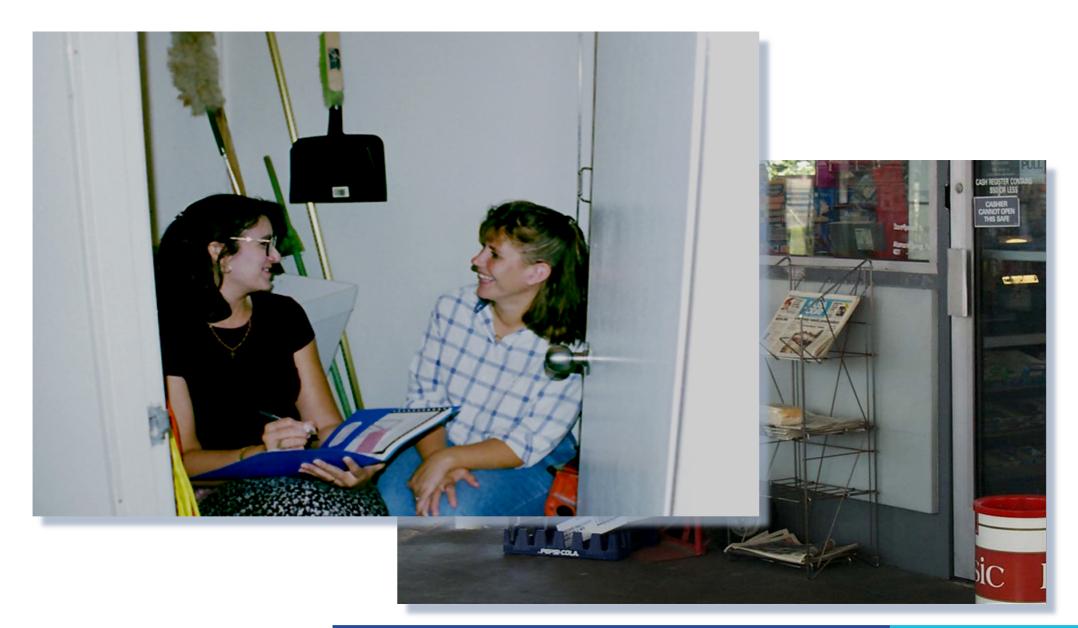
Hire the right people



The interviewing and selection process should model the culture of the organization









Train & communicate relentlessly



Effective training and communication ensures the employee:

Is proud of the organization

Understands the "true product"

Knows what is expected



Leaders must be relentless in reinforcing the vision





Walk-the-talk of the organization's values.



Define the Experience













Walk-the-Talk





"You can dream, create, design and build the most wonderful place in the world, but it takes people to make the dream a reality."

WALT DISNEP



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