

FORMING OUR FUTURE

Leadership Conference

MARCH 6-9, 2024 | ORLANDO, FL

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Leading a Culture of Service Excellence

Dennis Snow
Snow & Associates, Inc.

“**Inculturate**”
Service Excellence



1

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









2

Hire the right people

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



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3

**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



4

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

Define the Experience



Hire the Right People

Train & Communicate



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 DISNEY

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