

# Roadmap for a Service-Driven Culture



Goal - Understand the current culture from various perspectives

Goal - Articulate vision & lay a firm foundation for behavior and operational change

Goal - Drive behavior change that is aligned with vision.

Goal - Reinforce alignment and continue raising the bar

## Milestones

- Focus groups
- In-depth interviews
- Mystery shopping
- Data review

## Milestones

- Assessment Report & recommendations
- Service Vision
- 12-month Leadership development Plan
- Service Team Action Plan
- Create/ Refine Standards

## Milestones

- Leadership workshops
- Train the trainer
- Organization-wide training
- Operational alignment of processes & Standards
- Onboarding

## Milestones

- Monitor satisfaction data
- Ongoing leadership development
- Ongoing standards training
- Ongoing recognition
- Ongoing operational alignment