



LIGHTS! CAMERA! ACTION!

Chapter Worksheets

Section: LIGHTS!



Dare to be the exception™ | [MarcHaine.com](https://www.MarcHaine.com)

Experience Expectations Worksheet

From what you read in this chapter, take a look at your customer's Experience Expectations. Although we'll be delving into many facets and the minutiae of what contributes to Experience Expectation, from this initial concept, looking at your business, what are the experiences your guests expect?

(For many of the following, gaining outsider perspectives will give you a more honest reflection of the customer Experience Expectation.)

Initial exposure to your business - What do they expect?

Upon approach to your business ☺ What do they expect?

Entering your business ☺ What do they expect?

Walking through your business, looking at the various touchpoints – What do they expect?

Interactions with your staff – What do they expect?

Customer amenities – What do they expect?

The point of purchase – What do they expect?

Leaving your property – What do they expect?

Are there any other customer touchpoints that haven't been addressed? If so, what are they and what do your customers expect?

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

LIGHTS!

Setting the Culture for Your Production

From your initial read of Chapter 2, what aspect of your corporate and leadership culture do you think are working well for your cast and crew?

From your initial read of Chapter 2, what aspect of your corporate and leadership culture do you think you need to work on?

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

Setting a "Yes And" Culture

Reflecting back on this past week, write down a situation where you or a colleague said, "yes, but..." or "no, but..." What was the situation?

What was the idea being proposed?

The point of purchase – What do they expect?

What did the "but" statement justify?

In the same situation, what would the result be if a "yes and..." statement was used and followed up on?

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

Falling Forward

What is your organization's philosophy about failure?

How do you, if you do, encourage your team to fail forward?

Can you think of a situation where a failure became a valuable learning opportunity?

Looking at your current business practice, what can you do to support Kaizen? And what areas of your business would benefit the most?

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

Defining Outcomes

List the resources you have for your “production.” These could be business plans, marketing plans, job and position descriptions.

What resources does your business need to ensure a great “production?” Who is responsible for putting them together?

For each position you require, write a description of what the ideal cast member should be like.

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

Setting up for Success

What programs do you have to ensure diversity within your workplace? (Diversity is in terms of people, thinking, knowledge level, experience, etc.)

How are you supporting the development of your cast?

What kind of program can you develop (or have you developed) to recognize the true leaders in your organization? (Keep in mind these are not necessarily your best performers.)

Identify who your cancerous "divas" are. What are your strategies to deal with and change their effect on the rest of your team?

From your analysis, in the next thirty days, what would you like to:

START:
STOP:
CHANGE:

LIGHTS! Define Your SWOT

When it comes to the foundation (Lights!) of your business, I spoke about the leadership, values, mission, and vision you operate under (even if you don't know it). They define the root of your culture, which includes how you audition new cast members, how you support their development, what you tolerate, and how you promote and support your new leaders.

Looking at your Lights! ... define your Strengths, Weaknesses, Opportunities, and Threats (SWOT).

Strengths

Weaknesses

Opportunities

LIGHTS! Define Your SWOT

Threats

From the above, define what reality you would like to see this time next year.

What steps need to happen in the next twelve months to make it happen?

LIGHTS!

CONGRATS! You're done Part 1 of 3!

In the **LIGHTS! section**, you've been able to analyze and assess where you are in the spectrum of establishing the foundation of your business.

They say, "everything starts at the top," and these exercises and corporate culture definitions become the accountability state for your thinking and the thinking and actions of those you employ.

The work you have done and the conclusions you have reached here need to continually resurface as a testing mechanism for all decisions and actions.

I'm not quite sure what that would look like for you, but I encourage you to bring your team together and ask,

- *How will we keep this work top of mind?*
- *How will we test our decisions and actions against the work we've done here?*
- *How will we know when we've strayed? What early warning signs can we put in place to see if we go off course?*

Keeping an eye on your foundational decisions will help keep you on track as your business evolves and as it endures the test of time.

If you haven't done so yet, go ahead and download the next section, the **CAMERA!** worksheets [here](#).

If you would like someone to bounce ideas with, **book a free 30-minute brainstorming session** with me, at <https://meetme.so/MarcHaine>.

The promise is, this is **YOU time**.

At your service.



Marc Haine
Service Expert, Master of Experiences,
Public Speaker, Author

