



# LIGHTS! CAMERA! ACTION!

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Chapter Worksheets

**Section: ACTION!**



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# ACTION!

## It's showtime!

What pleasure do you, or your team, garner from what you do?

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What are some indicators that you are delivering on your promise, and your "customers" are happy?

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How do you ensure that you are putting on the best show possible, each and every day?

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

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|----------------|
| <b>START:</b>  |
| <b>STOP:</b>   |
| <b>CHANGE:</b> |

## When Stuff Goes Wrong

Reflecting back the last six months, what kinds of problems has Murphy caused that interrupted your operations? Did it hinder your ability to deliver on your promise?

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What systems do you have in place to counter your prop problems?

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In the event of a failure, how do you ensure your internal and your external guests are effectively served?

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**STOP:**

**CHANGE:**

# The Evolution of Behaviour

Outline some behaviour issues you have witnessed within your organization.

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Have those behaviour problems been effectively addressed? What could be done differently?

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What kinds of behaviours have you seen on your team that you are grateful for? Have you pointed out what you appreciate?

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## Supporting Your Cast

In what ways does the phrase, "If you're not serving a customer, you'd better be serving someone who is!" apply to your organization?

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In what areas does your organization need to improve in serving those who are serving others?

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How do you support your teams?

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What could you do better?

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# Engaging Your Cast

What programs do you have in place that help keep your cast members engaged?

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After speaking with your team, what methods of engagement are working, and which aren't?

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What tools and/or techniques do you need to support engagement programs within your organization?

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# Levels of engagement

List people in your organization according to the definitions below. For small operations, this could be a list of your entire complement, or for customers or bigger organizations, it could be a sampling.

| Prospect | Newbie | Participant | Ambassador | Tainted |
|----------|--------|-------------|------------|---------|
|          |        |             |            |         |
|          |        |             |            |         |
|          |        |             |            |         |
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What processes are you using to address the questions of each level of engagement?

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Who (from your Tainted list) will you speak with, to move them back into engagement?

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## Audience Interaction

We've talked about engagement and recognition strategies. Aside from "Loyalty Programs," what steps do you use to engage and recognize your customers?

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The danger in operations is the inability for owners/managers to do it all. What is your organization's strategy for supporting your brand on social media? Who will do it, and under what voice?

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# ACTION!

## CONGRATS! You're done Part 3 of 3!

**ACTION!** is where the rubber meets the road. The investment you made in the first two sections pays off here - It's Showtime!

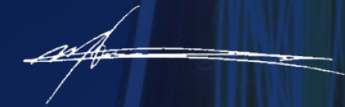
But, (comma), your audience doesn't give a poop about what came before. They come for your show, and all they care about is that you deliver the best (period!). But, that is, our reason for being, our raison d'être, as they say from whence I come. We go into service, provide our products, or put on a show that makes an impact and meets or exceeds our customers' *Experience Expectation*.

I hope you found **LIGHTS! CAMERA! ACTION!** a valuable source for you and your team. I'd really appreciate it if you would go to **Amazon.com** and **Amazon.ca** (you'll have to do both, 'cause **Amazon.com** doesn't pick up the Canadian reviews) and leave a review. Good, bad or ugly, I appreciate your feedback.

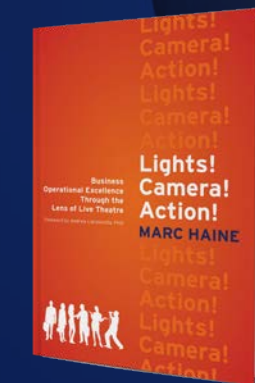
If you would like someone to bounce ideas with, **book a free 30-minute brainstorming session** with me, at <https://meetme.so/MarcHaine>.

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

At your service.



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



## LIGHTS! CAMERA! ACTION!

Business Operational Excellence  
Through the Lens of Live Theatre

Marc Haine's brilliant book takes a unique look at business practices and applies views, processes, and objectives of live theatre. It highlights how businesses can differentiate themselves, fulfill their guests' Experience Expectation, and always be ready for SHOWTIME!

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