



# Choosing Your Attitude

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# Index

Icons .....	3
Key Messages .....	4
Trainer's Guide .....	5
Running your In Tune Session .....	6
Session Plan .....	11
Detailed Notes .....	18
Adapting the course for you .....	33
Handouts.....	34
Action Plan .....	43

Please note – these sample pages are extracts from one of our modules, not the whole training document.



# Icons



Trainer Input



Individual Exercise



Paired Exercise



Group Exercise



Timings



Flip Chart



PowerPoint Slide



Handout



Discuss & Do



Music



# Key Messages

- Our attitude **impacts** our self and others
- We are human; while we will have good days and bad days, we need to be **professional** when dealing with colleagues, co-workers and customers
- We need to consider what's **appropriate** when we are dealing with others – both internal and external customers
- What we say and how we say it has a huge **impact** on the people around us
- By choosing our words carefully we can have a **positive influence** on the people around us

## Suitable for:

All skill levels and experience of delivering training including:

**Managers / Team leaders** to run in team meetings to focus team members on customer service skills and behaviors.

**On-boarding/Induction Training** – these modules are designed to work flexibly. You can include them in your on-boarding, induction or orientation training to focus new starters on the importance of customer service.

**Internal Training Sessions** – short sharp sessions which can be run as required to develop key customer facing skills within your business.



# Trainer's Guide

What's included in the Trainer's Guide?

1. High level session plan in table format which helps you understand:
  - the course timings
  - what you are aiming to achieve in the session and
  - how to go about it
2. Detailed trainer's guide which explains how to run the training session.
3. Advanced options for more experienced facilitators.

You will also find in your In Tune Pack:

- **PowerPoint Slide Pack;** Sessions can be delivered without using PowerPoint if you don't have the facilities, or prefer not to use them
- **Workbook;** all the PowerPoint slides in this handy workbook. Ample space for participants to make notes as a useful reminder of their session
- **Handouts;** additional supporting handouts of key messages and exercises. You could laminate these as a reminder of key messages from the session



# Running your In Tune session

The **In Tune** program is a series of modules which aim to help participants **tune in to** the needs of each other, their customers and the business as a whole.

They are designed to inspire, motivate and educate individuals, team members and employees to think about their behavior and the impact they have on those around them.

**In Tune** has been designed to reduce the cost of training, cut development time and add value to your organization. You can run each session alone or link sessions together to make a program of activity.

**In Tune** Modules are designed so that line managers or trainers can run short but effective training sessions keeping costs and disruption to the working day to a minimum.

Designed to be delivered in **one hour**, there is also the flexibility to extend the sessions and look at each of the content areas in more depth.

The comprehensive pack means that managers can use them in their team meetings to keep key customer service messages alive.



There's a focus on putting things into practice and you will see the "Discuss and Do" icon as a reminder to everyone that they need to commit to action as a result of the session.

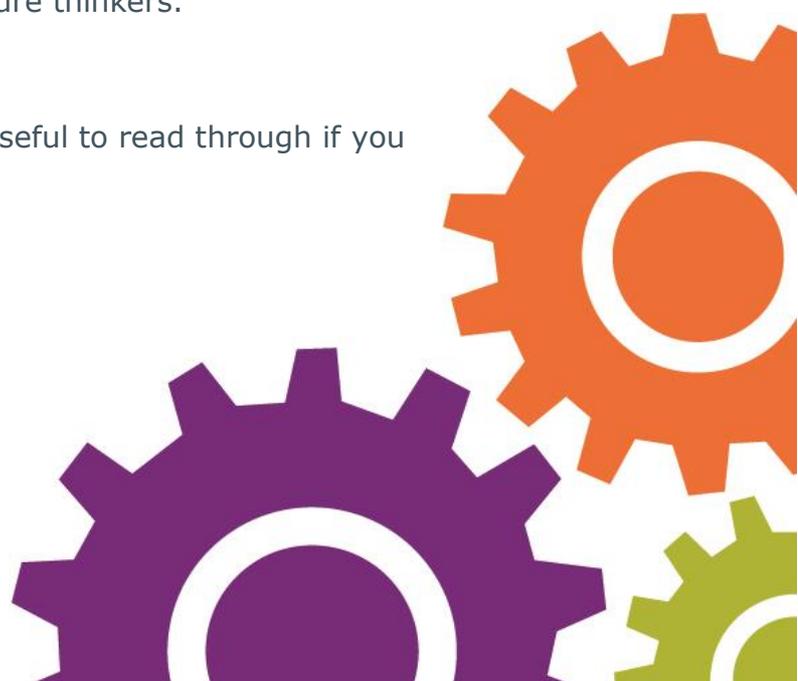
## How to get the most from this guide

### Experienced Trainers

You'll find a session plan which summarizes each stage of the session at high level – it's designed to be a "see at a glance" guide to running the session for more experienced trainers, or bigger picture thinkers.

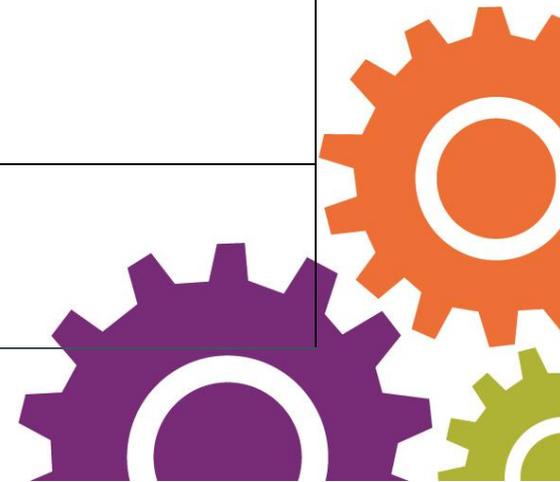
### New to Training?

You'll find a step by step guide which is useful to read through if you are new to this type of training.

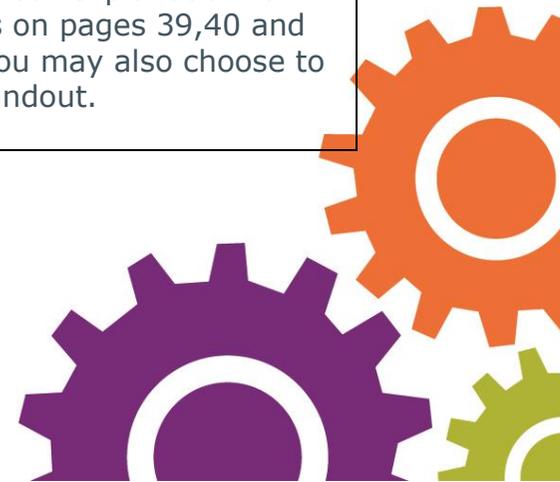


## Extract from Session Plan

Timings	PowerPoint Slide / Flip Chart	Session Objective & Key learning Points	Training Activity
	 In Tune with the Choosing your Attitude PPT Presentation	 <b>Music</b> – Always Take the Weather with You, Crowded House or Point of View, DB Boulevard or Accentuate the Positive – various versions including Aretha Franklin Subject to the appropriate Licenses.   <b>Handouts</b>   <b>Flipcharts &amp; pens that work</b> Poster Putty for posters / flipcharts  Projector and computer for PowerPoint presentation (speakers if playing music).  <b>Preparation:</b> Consider the pairings or small groups you will split people into for the exercises.	
Set Up	 In Tune with the Choosing your Attitude PPT Presentation	<b>Activity you must do to set up</b> Test PowerPoint presentation if using. Play the music as the delegates enter the room.	



<p>0.25 – 0.35</p>	 Language	<p>This exercise aims to get people to think about the impact of the words they use, phrases they don't even think about, and how they could improve them.</p>	 Split the group into pairs. Give them the handouts on pages 34, 35 and 36.   There are several phrases for the participants to rephrase more positively. Each phrase is numbered. Allocate the phrases to pairs by number, so that each pair looks at a few phrases, but the group looks at all of them ( or all the relevant ones ).
<p>0.35 – 0.50</p>		<p><b>Group Feedback</b></p> <p>To agree on the best phrases to use when dealing with customers.</p>	 Tip: Ask for a volunteer to type up a definitive list of positive phrases from this session. Get each spokesperson to feed back to the group and agree better phrases. Our answers are on Page 37 & 38. You can see our explanation for the answers on pages 39,40 and 41, which you may also choose to give as a handout.



## Extract from Detailed Notes

### Why are we here?

 inTune with choosing your attitude

### Attitudes are contagious

From time to time we need to ask ourselves

“Is our attitude worth catching?”  
Zig Ziglar

 inTune with choosing your attitude

## Session

## Welcome



3 minutes

## Objective

Welcome & focus on the reasons for the session.

To convince people that this session will be of benefit to them.

## Key Learning Points

At the end of this session, participants will have:

- Considered their attitude and the impact it has on themselves and others.
- Understand that a positive attitude benefits us, our colleagues and our customers.
- Thought about the language they use when dealing with internal and external customers.

## Training Activity

A short, positive introduction to help participants understand why the session is being run.



This will focus on the purpose of the session, but will stress that we are not going to look in detail where attitudes come from – this is extremely complex and we don't have the time to do this subject justice.

Instead we are going to focus on the consequences of positive and negative attitudes to ourselves and the people around us ( colleagues / co-workers and customers ).

The focus of the session is to think about what we say and how we say it, and how that impacts internal ( colleagues / co-workers ) and external customers.

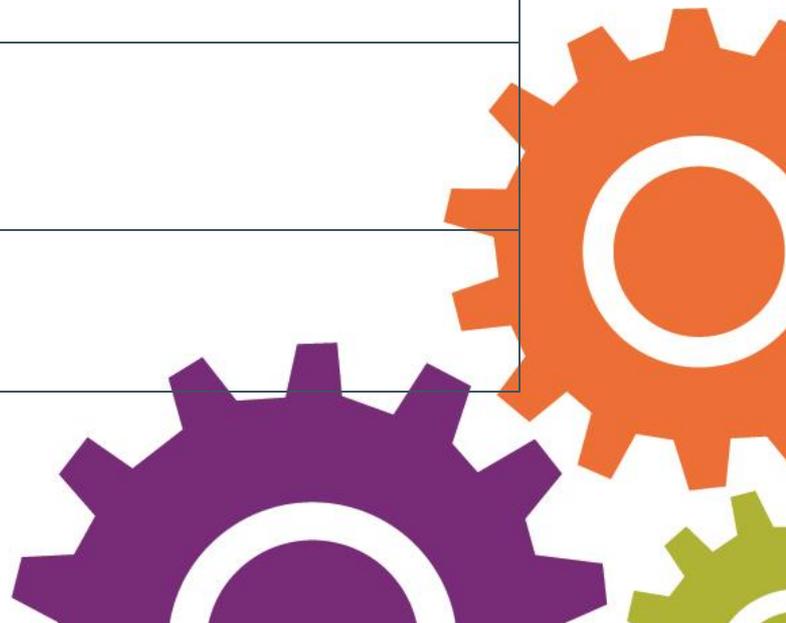
You might like to set some ground rules – this isn't about berating other departments, this is about what we can do to be the best that we can be.

It's important to be balanced in setting this session up. If you do have negative people in the group, it is important that they don't feel attacked in the session as they won't learn.

# Positive Language

Here are some phrases for you to think about, how can we rephrase them more positively?

1	All I can do is apologize	
2	We won't be able to deliver until next week	
3	Are you sure? ( to a customer)	
4	I'll have to check that	
5	If it's not on the shop floor / website it's not in stock	
6	No problem	
7	We don't have a table available until 9.00 p.m.	



## Action Plan



What action will you take from this session?

How do you think this will help you, your customers and your organization?

## Ten staff training modules that you can deliver

<b>Being your best</b>	Being in tune with your best is about striving for excellence in everything you do. Show your team how they can make a real difference to customers and colleagues and feel good about their own role.
<b>Understanding the bigger picture</b>	How to focus attention on the value of the work you do and the difference you and your team make to your organization.
<b>Listening</b>	Being listened to matters to the customer. Discover the art of listening and reap the benefits — getting things right first time and improving customer satisfaction.
<b>The customer's world</b>	Putting yourselves in your customer's shoes makes things run smoothly and transforms the customer relationship. Learn about key customer types, identify their needs and find out how to help them.
<b>Language and pace</b>	It's not what you say, it's the way that you say it. Find out how to build a better rapport with customers through language — especially if you deal with customers over the telephone.
<b>Being in tune with each other</b>	How effective is your team? Discover how to be in tune with each other so that your team delivers better results.
<b>Choosing your attitude</b>	Help your staff to understand the choices they make around attitude. Being positive feels good and has real customer service benefits.
<b>Motivation</b>	When we understand what motivates us and those around us we can become more influential. This module allows team leaders to discover what motivates their team and what their team can do to motivate customers.
<b>Extraordinary service</b>	This session will show your staff that they have a choice — they can be ordinary or they can go the extra mile. The difference in customer satisfaction is huge.
<b>Recognition</b>	Discover the power of feedback, positive strokes and recognition. This powerful team-building session allows participants to recognize their own strengths and the strengths of the team.

An In Tune video is available to promote the core customer service message - connect, understand, help – in a powerful way.  
You can buy the video and other In Tune modules at:

<http://www.intelligentdialogue.com/training-materials>

For more **information**, call Intelligent Dialogue on +44 845 450 0988

or visit

[www.intelligentdialogue.com](http://www.intelligentdialogue.com)