

Just Do It

What exactly is it?

Nike has a very cool marketing pitch. Small, concise, memorable and provokes a response. If you are a customer, it is a call to action. If you are a team member, this could be a challenge.



Clarity is Key

Have you ever been told to do something and not told how to do it or why?

Companies wanting to define a culture must provide insight for the team. Especially as it applies to the customer experience. And if the culture expects them to be...say, excellent, fun and extraordinary, that same team needs to know the why, what, how and to what extent behind the behaviors to deliver that expectation.

Start Easy & Train Up

Whether your team is new or been around, break it all down to the lowest common denominator. Strip down the layers and get real basic.



Identify the goal. Share the why behind it. State what needs to done. Then work the how and to what extent. And work it. And then work it more.

- Give the behavior
- Share best practices
- Have them practice it
- Provide feedback and ideas
- Challenge the skill
- Recognize the effort

Never let your team practice on the customer.

Rinse, Repeat

You are never really done...not if it is important. Think repetition. And not just the skill. It is the reinforcement that goes along with it.

TO DO LIST					
PRIORITY	DUE DATE	WHAT	WHO	IN PROGRESS	DONE

What you need to do now

- Do a personal pulse check; are you clear what is supposed to be done behaviorally to support your goal?
- Then do one with your team. Look for any lack of clarity, gaps in knowledge and people just stuck in a habit.
- Do not stop working the HOW by...
 - Talking about it
 - Observing it
 - Training it
 - Coaching it
 - Measuring it
 - Sharing stories about it