

# WORKBOOK

This workbook contains the brainstorm questions from  
*The Amazement Revolution:  
Seven Strategies to Create an  
Amazing Customer (and Employee) Experience*

1. Provide Membership
2. Have Serious FUN
3. Cultivate Partnership
4. Hire Right
5. Create an After-Experience
6. Build Community
7. Walk the Walk

## **Books by Shep Hyken**

- *Moments of Magic: Be a Star With Your Customers and Keep Them Forever!*
- *The Loyal Customer: A Lesson from a Cab Driver*
- *Only the Best on Success (co-author)*
- *Only the Best on Leadership (co-author)*
- *Only the Best on Customer Service (co-author)*
- *The Winning Spirit (co-author)*
- *Inspiring Others to Win (co-author)*
- *The Cult of the Customer: Create an Amazing Customer Experience that Turns Satisfied Customers into Customer Evangelists*
- *The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer Experience*

## **The Amazement Revolution Workbook**

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## **Amazement Brainstorm Worksheets**

*Reading the Amazement Revolution without implementation is procrastination.*

*-- Shep Hyken*

On the following pages, you will find tools that you can use to put into action what you've learned from the book. If you were to hire one of my facilitators/trainers to conduct a customer service workshop, you would get these types of questions and exercises from them to help you start your own Amazement Revolution.

I call these exercises Amazement Brainstorms. Each one is a series of questions designed as “thought starters” to get your mind working on implementing each of the strategies in this book.

If you are working by yourself, simply reflect and make some notes in response to the questions. If you are working with a “study buddy” or in a group setting, start by working through the exercises on your own and then team up with your companions (up to four people) to compare responses and discuss your answers, thoughts, and ideas.

Take your time doing this. You can easily spend an entire day working through these worksheets. Most organizations I work with find they can benefit from spending several hours on just one of these exercises.

You'll get tremendous benefit out of these brainstorming exercises, even if you are working on your own, but if you are able to work with someone else or in a group setting, you will have an even greater advantage. There is a synergy that comes along with working with other people that allows a group to produce a result that is greater than the sum of its parts. Working by yourself, you may come up with three good ideas. Someone else working on the same question might come up with three totally different good ideas. For some reason, if you then combined your six total ideas and started talking about them, you might find that you don't have just six ideas, but several more than either of you had thought of—just as a result of engaging in the conversation. That's the principle of synergy at work. The very process of engaging in this kind of conversation is key to starting your Amazement Revolution.

## DIRECTIONS

All of these Amazement Brainstorm exercises work the same way. First, you will choose the Amazement Strategy that you want to work on. Then you will go through what I call a thought starter. This is a series of questions that starts you thinking about how to implement the strategies. If you are working on your own, just take your time going through the questions and exercises. If you are working with another person or a group of people, note that the suggested times are *minimums*.

The following directions are for *groups of two or more people only*: Once you have completed your thought starter, you will move on to a monologue in which you will have five minutes to share your answers with the group. You will then engage in a dialogue, which is a conversation about how the ideas you've discussed might be implemented at your organization. Finally, you will report out, which means that you will share your ideas, either with other groups that may be going through the same exercise or with other people in your organization who can help you implement the great idea(s) you've come up with.

You don't have to work on all seven Amazement Strategies at once. As a matter of fact, you may choose to work on just one or two of the strategies that you consider most relevant to your particular company or to your own job responsibility. For example, if you don't hire people as part of your job, you may not want to do the brainstorm for hiring.

Your goal should be to walk away from each Amazement Brainstorm with at least one great idea to implement. If you do that, your financial investment in this book and the time you took to read and work through these exercises will be repaid exponentially!

# The Format

## **Thought Starter (ten minutes):**

- Work through the questions in the thought starters on your own.

## **Monologue (five minutes each):**

- After writing down your answers to the thought starter, each person will have five minutes to share his or her answers. One person will do *most* of the talking (if not all) while the others listen.

## **Dialogue (ten minutes or more):**

- After each person has shared their answers, have a conversation about how you could implement these into your organization.

## **Report Out (five minutes minimum per group, which includes discussion):**

- If you are in a larger group setting and have broken into smaller groups of two to four people, take the time to hear the other groups' answers.
- If you are working independently or as part of a single group, report out your ideas to someone else in the organization who can implement them.

# Membership Brainstorm

## Thought Starter

Think of a time you went to a private club, either as a member or guest. (If you have never been to a private club, imagine what it would be like to do so.) Make a list of answers to the following questions:

What did you notice that was special?

How were you treated?

What did you get from a club that you wouldn't get from a typical business?

What "extras" did you get that would make you want to do business or stay in contact with this organization?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to adapt any of these ideas into your organization.

**Question:** If you could only implement one idea about membership, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

## Serious FUN Brainstorm

### Thought Starter

What are the benefits and advantages of working at your organization?

Why would someone want to leave?

What extra perk(s) could you offer or would you like to see offered?

What's the one thing your employees appreciate about your organization more than anything?

What are the reasons people choose to work here?

What could make working for you even better?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Question :** If you could only implement one FUN idea in your organization, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

# Partnership Brainstorm

## Thought Starter

Answer the question, “Why should someone do business with us instead of the competition?”

Do any of your customers consider you a “partner”? If so, why?

What’s the biggest problem you have ever solved for a customer? This is not a complaint, but an issue or opportunity that made the customer think you were the best at what you do.

What do you do to build confidence with your customers?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Question:** If you could only implement one idea to create a partnership with your customers, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

# Hire Right Brainstorm

## Thought Starter

What are your organization's core values?

What single question could you ask a job applicant to find out whether he or she is a good fit for your organization?

What other tactics can you use during the interview process to determine whether the applicant is a good fit for your organization's culture?

Are you hiring for skill first or for attitude first?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Answer This Question:** If you could only implement one idea about hiring, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

## After-Experience Brainstorm

### Thought Starter

Think of a time you received a thank-you note or a gift of appreciation. How did it make you feel?

What could you give your customers that would be unexpected, appreciated, and memorable? If it is a gift, what would it be? If it is a gesture or a point of contact, what would it be?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Question:** If you could only implement one idea about the after-experience, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

# Community Brainstorm

## Thought Starter

Are you part of a users group or forum outside your workplace? If so, what do you get out of being a part of that group? (If you haven't participated in such a group, just go on to the next question.)

What could you do to bring your customers together in such a group?

What forum could you create to get better customer feedback and more ideas for improvement?

If a customer has a suggestion, do you have a system in place to give the idea consideration—or even implementation?

What forum could you create to get feedback that is specific to the product or service you sell? This is not about customer service, but the actual product or service delivered. (See the Harley-Davidson example in the chapter on Community.)

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Then take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Question:** If you could only implement one idea about building a community, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

## Walk the Walk Brainstorm

**NOTE:** This is a much bigger topic than the other six Amazement Brainstorms. You could potentially spend hours—or even days—answering the following questions about how your organization can walk the walk.

### Thought Starter (Twenty minutes minimum)

What do you stand for as an individual?

What does your organization stand for?

How do your values and your personality match up with your organization's?

What are your organization's core committable values? (Core committable values are values you would hire and fire for. See the Zappos example in *Walk the Walk* chapter.)

On a scale of one to ten, with ten being best, how well would you say you are in alignment with those values?

On a scale of one to ten, with ten being best, how well would you say your organization is in alignment with those values?

**Conversation:** Share your answers with up to four people. Take up to five minutes for each person. Now take at least ten minutes to brainstorm how to bring any of these ideas into your organization.

**Question:** If you could only implement one idea to walk the walk, what would it be?

**Report Out:** If there are other groups participating in the same session, take the time for each group to share their answers and thoughts. Each group will close their presentation with their one implementable idea.

## About the Author



Shep Hyken, CSP, CPAE is the Chief Amazement Officer of Shepard Presentations. As a speaker and author, Shep works with companies and organizations who want to build loyal relationships with their customers and employees. His articles have been read in hundreds of publications, and he is the author of *Moments of Magic*®, *The Loyal Customer* and the Wall Street Journal and USA Today best seller *The Cult of the Customer*. He is also the creator of *The Customer Focus*™ program, which helps clients develop a customer service culture and loyalty mindset.

In 1983 Shep founded Shepard Presentations, LLC and since then has worked with hundreds of clients ranging from Fortune 100 size organizations to companies with less than 50 employees. Some of his clients include American Airlines, AAA Anheuser-Busch, AT&T, AETNA, Abbott Laboratories, American Express - and that's just a few of the A's!

Shep Hyken's most requested programs focus on customer service, customer loyalty, internal service, customer relations and the customer experience. He is known for his high-energy presentations, which combine important information with entertainment (humor and magic) to create exciting programs for his audiences.

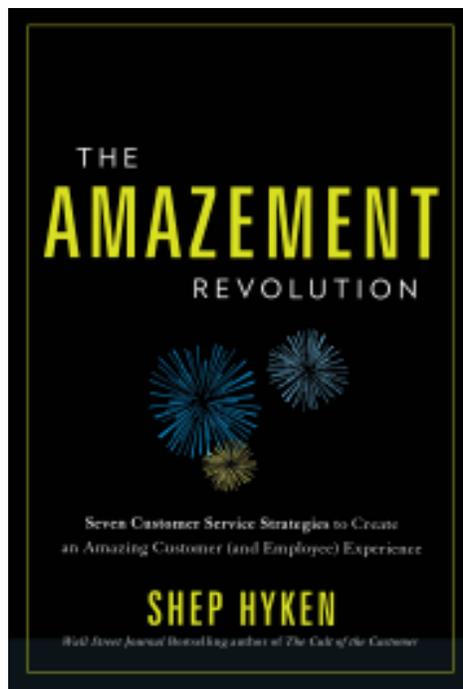
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It's Coming!

# The Amazement Revolution

Seven Customer Service Strategies to  
Amazing Customer (and Employee)  
Experiences



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