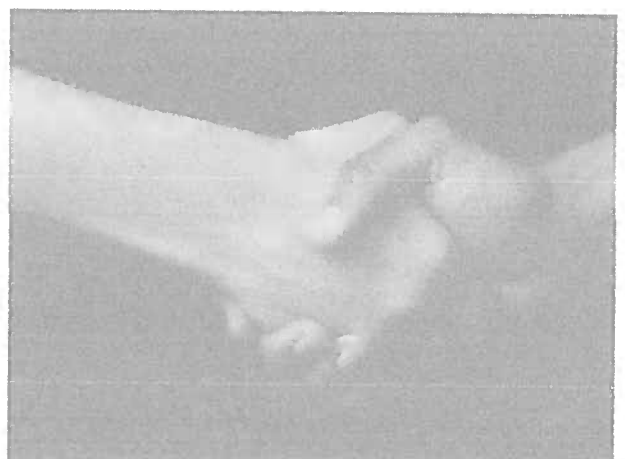




guest care track

inyu training™  
training for salons and spas



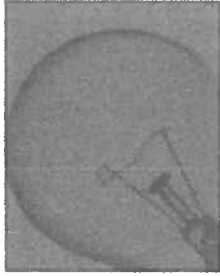
### **3 words workshop: defining our culture**

[ participant guide ]

**intended outcome** This workshop will lead your team through a series of reflections on the guest experience you deliver. With a clear vision of the experience you want to create, you can easily identify areas of strength and areas of improvement.

“The tangible attributes of a product or service have far less influence on consumer preference than the subconscious sensory and emotional elements derived from the total experience.”

- Lewis P. Carbone. *Clued In: How to Keep Customers Coming Back Again and Again*, page 31 (New Jersey: FT Press, 2008).

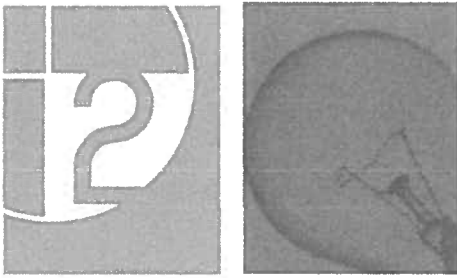


## Ideal Experience

Imagine our guest has just left our salon and she is going to have lunch with a group of her best girlfriends.

What would you like her to share with her friends about the service experience she received at our salon? Write down what you would like her to say to them in a few sentences.





## Defining the Experience

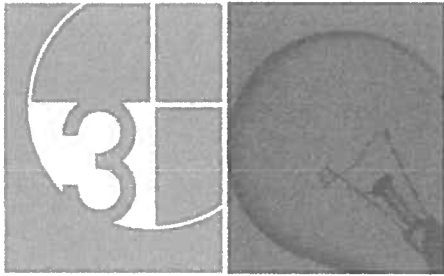
Review the guest statements that were created by your team. What 3 words represent the essence of the statements? What do we want our guests to feel when they are in an experience with us? Choose three words that best describe the desired guest feeling. Here is a list of words to get you started, and feel free to choose your own words:

**eco-chic**  
**pampered**  
**nurtured**  
**sexy**  
**smart**  
**spiritually renewed**  
**fashionable**  
**relaxed**  
**renewed**

**luxury**  
**understood**  
**connected**  
**balanced**  
**healthy**  
**gorgeous**  
**happy**  
**attractive**  
**energized**

**Our 3 Words:**





# Being and Doing

In every experience we deliver, there is a **being** element and a **doing** element. What other elements contribute to the experience? Add your thoughts to the lists below.

Being is...

Form

Meaning the Words

Effective

Feeling Competent

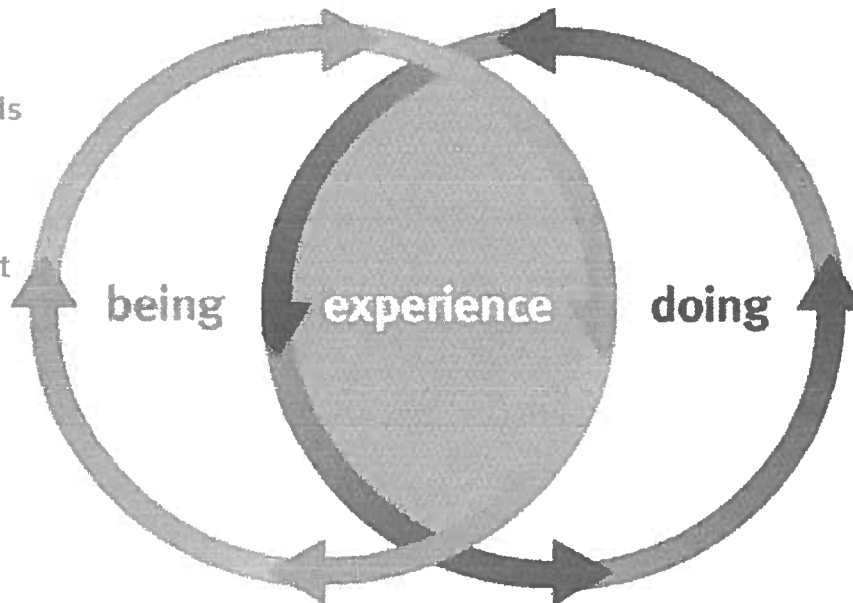
Emotions

Tone

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Doing is...

Function

Saying the Words

Efficient

Performing

Actions

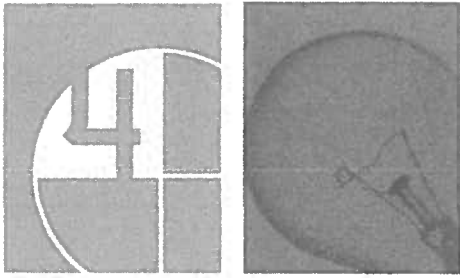
Words

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## Living Our Vision

**Our 3 Words** define who we want to be and how we want our guests to feel. What if everything we did was expressed through the filter of these three words?

- Would our greeting change? How?
- Would our consultations change? How?
- Would the way we recommend home care change? How?
- Would our physical environment change? How?
- Would I change? How?

### Bridging the Gap

As long as we continue to improve, there will always be a gap between where we are and where we want to be. The key to success is to continue to make improvements that bridge that gap.

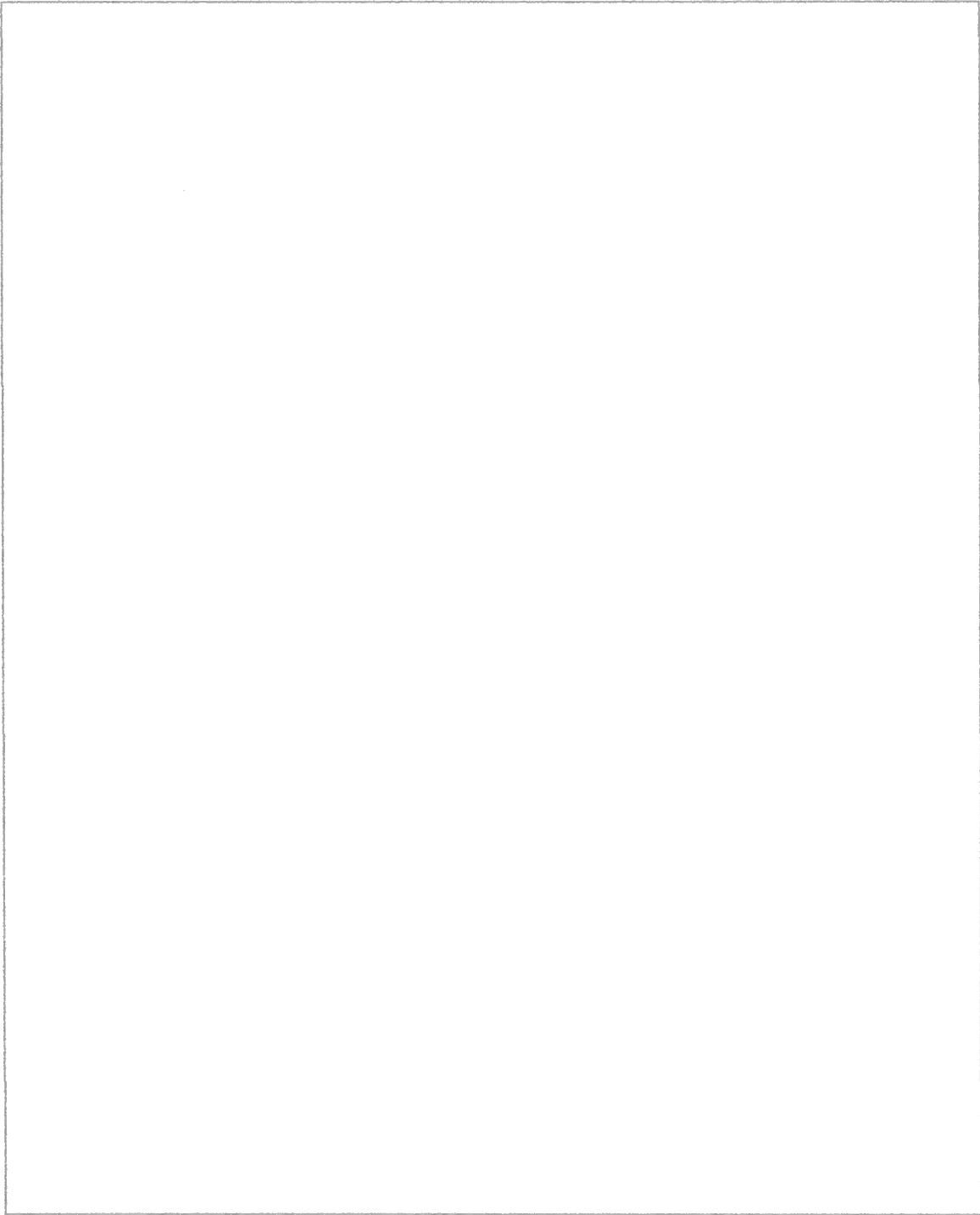
What step can I take today that will bridge the gap?



# The Guest Care Team Experience Wheel



**notes:**



**up-selling & cross-selling**





## Recommended inyu training™ workshops that complement this program:

**Role of the Guest Care Coordinator** – clarify the job description of the Guest Care Team and review a complete training plan

**Greetings and Tours** – how to create a positive first impression and give tours that increase service business

**Excuse the Excuses** – how to offer caring solutions instead of excuses to potentially unhappy guests

**Putting the Care in Guest Care** – techniques and scripts for creating a high care culture

**Up-Selling and Cross-Selling Services** – how to communicate service opportunities to guests and build business from the front line

**Retail 101** – a simple 3-step model for educating the guest on take-home products

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**3 words workshop: defining our culture**

