



To help Ruby address your highest priority and most immediate needs for your Fan Experience Transformation, please indicate your interest level in the far left hand box by assigning a number 1-5, 5 representing a high need/priority and 1 representing a low need/priority. When complete, please email this form back to Ruby at Ruby@7StarService.com so she can prepare a customized proposal.

Interest Level	Topic/Segment of Service	Audience	Description
	Service Audit	Ruby performs the audit and then shares results with executives	Ruby acts as a citizen to experience your current levels of service first hand. She will gain valuable insight by evaluating the customer experience deficiencies and determine what each employee needs to know and do to succeed in promoting a positive customer experience.
	Mission, Vision and Value Statement Development	All Senior Management Team Members, Department Heads and Managers	Ruby reviews process and orchestrates the development of internal and external customer-centric Mission, Vision and Value Statements. This will lay a foundation of understanding and align everyone in the organization to be agile and prepared for building a new culture.
	Transformation Planning	All Senior Management Team Members, Department Heads and Managers	Ruby presents her signature “7 Star Service Culture Training Program” and then works with the attendees to outline their 7 Steps to promote a 7 Star Service Culture – this becomes the strategic framework for the Customer Experience Initiative.
	Develop Positive Synergy with Your Partners	All Senior Management Team Members, Department Heads and Leaders of each contracted service provider	Ruby helps plan and facilitate a meeting of the leaders for all departments within the organization, including contracted service providers.
	Dealing with Change Training Session	All Senior Management Team Members, Department Heads, Managers and Key Personnel	Ruby teaches a well respected Change Model to offer a positive communication structure as changes are implemented for the Customer Experience Transformation. Ruby will cover tactics for coping with change and managing organizational change for all levels. This is a critical piece in the communication process for Customer Experience Transformation to gain buy-in and support.
	Customer Experience Council Creation & Facilitation	1-2 representatives from each department	Ruby facilitates this group to collaboratively and strategically plan a process that will support the Customer Experience Initiative. This council will assist in designing the curriculum to educate new and existing staff; troubleshoot service delivery issues; recommend performance enhancements and reinforce the elevated standards of service. With Ruby’s guidance, the council will create a Customer Experience Mantra and review Mystery Shopping reports to make recommendations for improvement throughout the operation.
	Recognition Committee Creation & Guidance	A small number of members of the Customer Experience Council being sure to include a variety of departments	Ruby offers experience and guidance in formulating an employee recognition program to reinforce improved behavior and performance throughout the organization. A recognition program will drive discretionary effort, reduce turnover, increase employee engagement and drive business success.



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	Cycles of Service™ Consulting and Training	1-2 representatives from each department	Ruby teaches her proprietary process - Cycles of Service™ to help all staff members understand the importance of the impression they leave with each guest. The Cycles of Service™ process is then taken back to each department by session participants to involve every employee and develop the customer service awareness throughout the organization. Standards for each step of the Cycles of Service™ are also identified and can be used for hiring, training, evaluation and coaching.
	Review of or Creation of a Mystery Shopping Program	A representative from each department that will be shopped and a representative from the mystery shopping company	Ruby reviews your current provider or helps you implement a Mystery shopping Program. She works side by side with the Mystery Shopping Company to develop standards based on the Cycles of Service™ created for each department. Reports will be used to establish benchmarks, support the recognition program, provide feedback and offer strategic coaching opportunities to improve performance. Ruby will instruct all parties on how the information is to be used to encourage feedback and ensure that the information is being delivered in a positive, non-punitive manner.
	Design and Deliver Customer Experience Training for all staff	All Senior Management Team Members, Department Heads, Managers and all employees. Partners are welcome to attend as well.	Ruby designs and presents custom training programs based on your specific needs. Each session is designed to reinforce deficiencies identified, incorporate input from Leaders within the organization and the Customer Experience Council. The goal is to promote a positive customer experience for everyone, internally and externally, including citizens, board/council members and partners. Specific customer experience skills and Rule Enforcement Etiquette will be outlined with positive performance standards are reviewed and specific examples given.
	Leadership & Management Training	All Key leaders within the organization	Ruby presents her “Leadership Strategies” Training program, involving current venue leaders in the delivery. She then facilitates the group to define specific leadership competencies that will be imperative in creating a successful Customer Experience Transformation.
	Supervisor Training	All Senior Management Team Members, Department Heads, Managers and anyone else who supervises staff	Ruby presents a customized version of her “Supervisory Skills for Success” training, providing supervisors with the key knowledge and skills to perform their leadership role overseeing other staff members from full time to part time front line staff.
	Successful Meeting Training	Anyone who is responsible for running meetings	Ruby presents her “How to Have a Successful Meeting” program to enhance communication, collaboration and create an environment that promotes synergy throughout the organization.



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	Presentation Skills Training	Anyone who represents the organization through presentations or provides training to staff	Ruby teaches “Powerful Presentations Skills” to help everyone involved in representing the organization through presentations of any kind, gain clear guidelines for a winning presentation that leaves a positive impression on any audience. Material will be customized based on pre-session interviews and surveys with attendees.
	Develop a Customer Ambassador Program	Leaders responsible for the Customer Experience	Ruby guides the Customer Experience Leaders to create a Customer Ambassador Program to increase customer loyalty and season ticket holder retention. Ruby provides her outlines from other Customer Ambassador Programs as a template. Guidance includes the hiring, training and nurturing of Customer Ambassadors as well as the logistics of their specific role.
	Train The Trainer Program	Anyone responsible for hiring, orienting or training employees or staff for contracted partners	Ruby delivers a customized training program to help trainers gain insight, best practices and adult learning theories that can be applied to enhance every training program provided to employees. This includes new hire orientation; required training sessions for city employees (such as sexual harassment and OSHA requirements), as well as department training.
	Onboarding Committee	A select group of leaders within the organization including members of the HR department and the contracted company involved in employee hiring (if applicable)	Ruby guides committee members through an analysis of the current Onboarding program, identifying the opportunities for improvement and making recommendations for enhancement. Onboarding includes all elements of recruiting, interviewing, hiring, orienting, training, evaluating, coaching and succession planning.
	Board of Trustees, City Council or Board of Directors Training	Board of Trustees, Members of Board of Directors or City Council along with key administrators and Administrator	Ruby offers insight to board members after serving on 37 different Boards of Directors. She shares the tips she compiled to help new board members get acquainted with their responsibilities and develop a working relationship to be more productive. She outlines what good members look like and how they work together. She demonstrates which approaches work, which approaches fail, and the 15 specific guidelines that inspire and influence people to make a positive impact on whatever board with which they choose to be involved. This session is designed for board members and administrators for businesses, non-profit, city, tribal, school, special districts and park and recreation advisory boards.

As an award-winning, international speaker, Ruby Newell-Legner, CSP, has experience enhancing customer experience for citizens in 350 municipalities in North America, 45 Leisure Facilities throughout the World and creating the ultimate fan experience for 28 professional sports teams from the National Football League, National Hockey League, National Basketball Association, Canadian Football League, and Major League Baseball. Ruby has consulted with and designed customized training programs for organizations in 11 countries and has presented more than 2300 training programs. She provided training for 34 new Recreation Facilities prior to opening and trained leadership teams and guest relations staff to enhance the visitor experience for venues hosting Super Bowl XLI, the 2006 & 2013 Grey Cup, the 2008 US Open (tennis), the 2010 Olympics and the 2012 Republican National Convention.