



Shared Accountability through Service Standards



Consistency is the core tenet of every brand. The creation and adherence to service standards is critical to establishing that consistency and to Branding the Experience for your customers, clients, or members. Our program, Shared Accountability through Service Standards, lays the foundation for a service environment that exceeds expectations by involving the entire team in the process from step one.

What You Will Learn

- **Why Service Standards may be the most important component to the Organization Drivers of your business.**
- **How to utilize Core Values to create Service Standards for every position on the organization chart.**
- **How to create unique Service Standards that align with the brand and culture of your unique business.**
- **When and how to reinforce Service Standards with your staff to increase accountability.**
- **How to use Service Standards as a management and coaching tool.**

Who Should Attend

- **CEOs and executive staff**
- **Human Resources professionals**
- **Training managers**

About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small- to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers' Credit Union Conference and author of *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *The Credit Union Journal* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.