



THE GATEWAY TO POSSIBILITY



They were in the car together, on a life-changing journey. One of them, 16 year-old Amanda, was a good student and a cheerleader but she was nervous.



Starbucks created a spot with an inviting ambience, comfortable seating, a hip vibe, and great (but not too loud) music. It would be the perfect place to enjoy a conversation, read a book, or do some work with a delicious drink to keep you going.



“Why?” is a powerful question in the human psyche. It opens up new perspectives and new possibilities for individuals, businesses, governments, and the entire human race.

BUTTERFLIES IN AN AIRPORT?



“Why butterflies?” Todd Nordstrom asked me as we toured around Changi Airport. “Do you realize how deep your question is?” I asked him. “How are you feeling about this airport right now?”



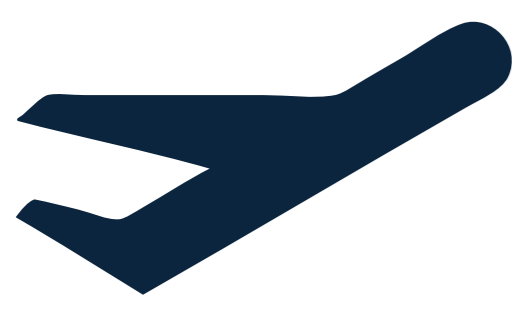
CONSIDER HOW DELIGHTFUL SERVICE MAKES YOU FEEL. Consider how it feels when a colleague listens carefully to completely understand your request and then gives you exactly what you need.



All of these are service initiatives—focused on serving a different audience. They target customers, employees, the community, or the environment.

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THE GATEWAY: WHY UPLIFTING SERVICE?



Airports are typically stressful places. Our goal is to remove that stress. Our culture of service must envelop all the 200 organizations operating here.

Everyone’s experience with the service we provide to passengers must be aligned, the people, the process, even the equipment.



THE EMPLOYEES AT CHANGI AIRPORT ARE CONNECTED. The customers are connected. The country is connected. And that’s valuable in every direction for everyone.

WHY IMPROVE YOUR SERVICE?



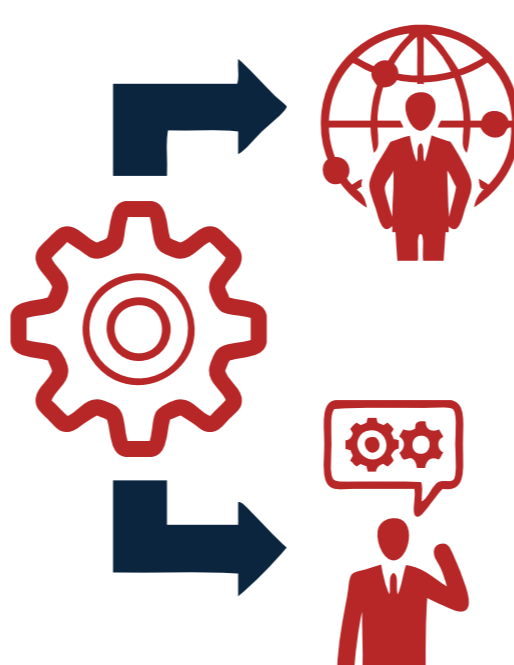
Uplifting service is the essence of the country’s commercial culture and its contribution. What’s your gateway to new possibilities? Why will employees, investors, vendors, community members, and customers all be drawn to your allure?



SERVICE IS TAKING ACTION TO CREATE VALUE FOR SOMEONE ELSE. Eventually, more people talk about the company, buy services from it, and look forward to interacting with it. As its service reputation grows, its business also grows stronger.



The list goes on, and in every situation mentioned, the roles of service recipient and service provider could be exchanged. These are all service relationships with value flowing in both directions.



THE POINT IS THIS:

We all come into this world depending on other people to take care of us, to serve us. As we grow, other people depend on us to serve them. We all receive service and provide service just to stay alive.

SO, WHY SERVICE? IT’S A NECESSITY. YOU MIGHT EVEN SAY, AS I DO, THAT SERVICE IS THE REASON WE ARE HERE.

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WHY BUILD A SERVICE CULTURE?



On the most basic level, a service culture means that everyone in your team, your group, or your company shares a set of attitudes.

WHY BUILD AN UPLIFTING SERVICE CULTURE?



In an uplifting service culture, people gain a deeper understanding of themselves, their purpose, their relationships, and their possibilities for today and for the future.

An uplifting service culture elevates standards, attitudes, and expectations, uplifting the perceptions, practices, processes, and products of employees and leaders, colleagues and customers, vendors, partners, regulators, suppliers, and whole communities.

EVERYONE TOUCHED BY AND THEREFORE CONTRIBUTING TO THE CULTURE.



It’s Disney’s commitment to give each visitor the experience of a lifetime. It’s Google providing its employees with outside-the-box creative time and workspaces—allowing their minds to explore uncharted worlds and then create world-changing online tools.



WHY BUILD AN UPLIFTING SERVICE CULTURE?

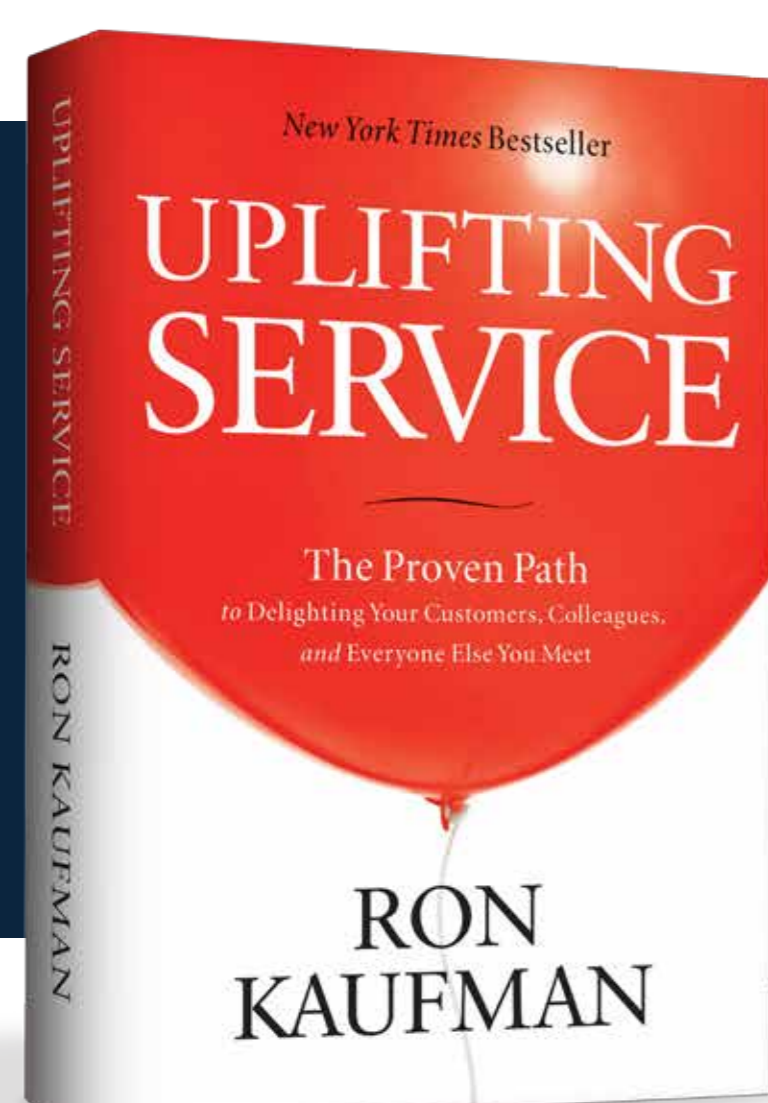
To stand out from the crowd, or attract a bigger crowd? To care more deeply for the lives of your customers, the spirit of your colleagues, and the wellbeing of your community? Or to build a stronger and more uplifting spirit of service into the core of your team, your business, and yourself?

ARE YOU READY?



IT WASN’T BY CHANCE OR BY LUCK, AND IT WASN’T BY PERSONAL CHARISMA. Are you ready to create your own gateway to uplifting service? Are you ready for a world-changing butterfly experience where you work and live?

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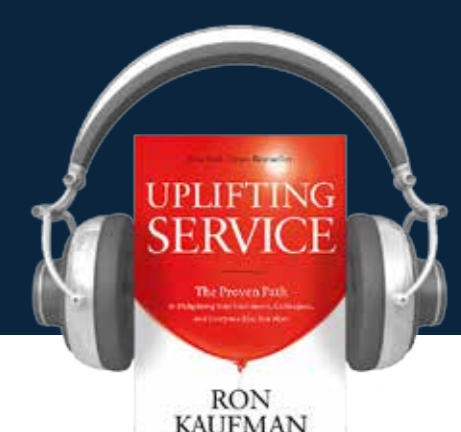
The New York Times

BESTSELLER

The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet



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