



# THE PROVEN PATH



## WHEN HE WAS JUST NINE YEARS OLD,



A boy migrated with his family from Lithuania to Cape Town, South Africa, in hope of a better life.

His story seemed destined for an uplifting ending—a gutsy young person who overcomes adversity to change the world.



**LOUIS JOINED THE MILITARY, SERVED DURING WARTIME, AND THEN BECAME A LOCAL GROCER.**

His third heart attack led Louis to Groote Schuur Hospital in South Africa, where doctors patiently explained that his congestive heart failure was untreatable.



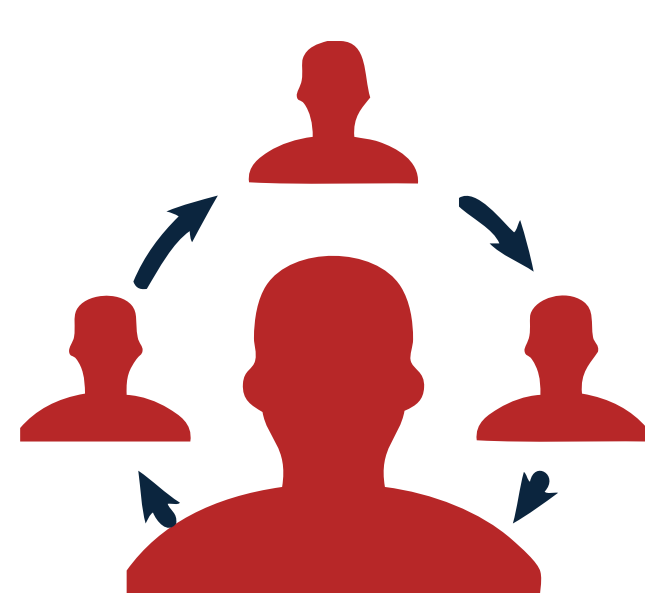
**It was his only chance at survival, but carried a devastating level of risk.**

He survived the surgery but died 18 days later from double pneumonia because of a weakened immune system.



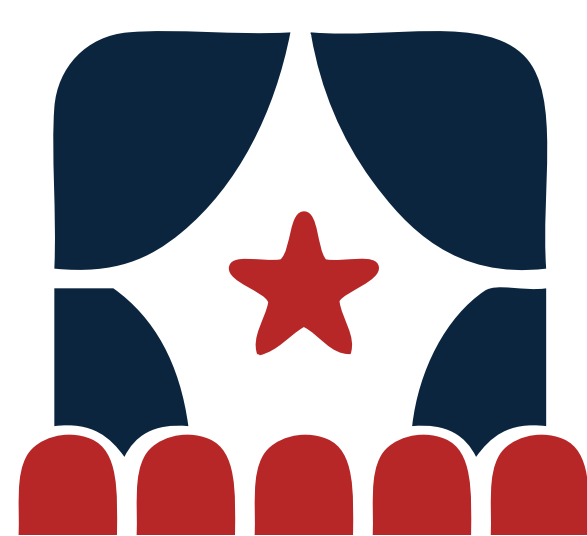
**THIS IS THE STORY OF THE FIRST HUMAN HEART TRANSPLANT, PERFORMED BY DR. CHRISTIAAN BARNARD.**

This heart transplant procedure has been fine-tuned and practically perfected since the 1960s.



I am bringing to you a similarly proven approach to build a distinctive and uplifting service culture in your team, your organization, your community, and your world.

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## A PRESCRIPTION THAT WORKS

**“THIS IS UNREAL,”**

Said Todd Nordstrom, poking his head into the movie theater at Changi Airport. “Why would anyone want to get on their next flight? You could hang out here all day.

**THIS ISN'T AN AIRPORT; IT'S AN ADVENTURE.”**



**“It’s too bad all businesses can’t offer phenomenal experiences like this. I mean, sure, a motivated company can provide great service, but not like this with all the beautiful architecture and incredible amenities.”**

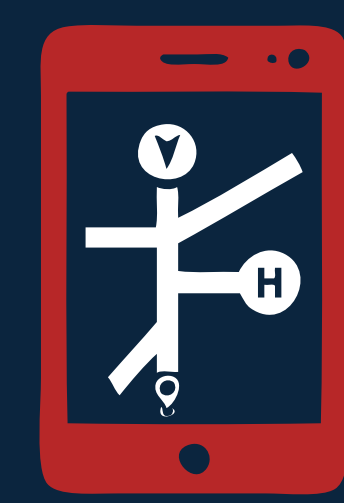


**THIS ARCHITECTURE IS A PRESCRIPTION THAT WORKS.** It’s a proven design, a way of engineering teams and activities, and creating the future.

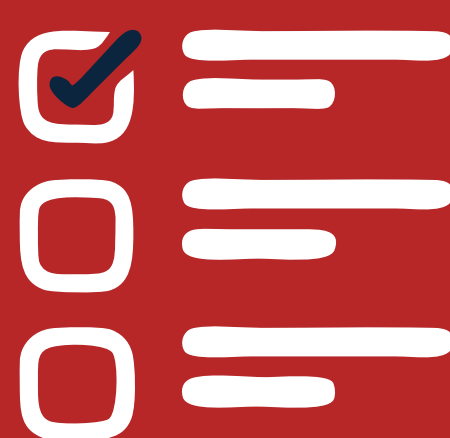
## AN UPLIFTING SERVICE ARCHITECTURE



A heart transplant has become a common practice, as do many endeavors after years of trial and error. Sony created the portable cassette tape player, and now music moves with no tape at all.



Following directions with a printed map has become the GPS app on your smartphone. But when it comes to building a uniquely strong service culture, the path to success has been less clear.



**THIS INSIGHT LED ME TO DEEPER RESEARCH TO ANALYZE THE ORGANIZATIONS' COMMON PATHS.**

Ultimately, it led me to write this book, revealing the five key elements of an Uplifting Service Architecture that have proven effective and efficient over time.

**WHY - LEAD - BUILD - LEARN - DRIVE**

## THE FIVE KEY ELEMENTS OF AN UPLIFTING SERVICE ARCHITECTURE



These five elements may appear simple, but understanding and making each an area of deep focus will be critical to your service success. Through this book, I will focus on each area in detail. And, I will ask you to take practical action steps in each area so you can build or improve your service culture right away.

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## 1. START WITH “WHY?”



The previous chapter focused on three questions: Why improve your service? Why build a service culture? Why build an uplifting service culture?

The three questions initiate reflection, consideration, and consolidation of ideas, leading to clear and well-defined goals.



Whatever you decide, you will only find your answers when you and your team dedicate time to ask and answer the three major questions in the first section of this book.

## 2. TAKE THE LEAD

Uplifting service cultures are not built on strict policies dictated by leaders or by procedures controlled by managers.



A coordinated campaign enables growing companies to view service challenges and new opportunities in a common way, yet from different levels and functional points of view.

## 3. BUILD WITH THE BLOCKS



The goal, as in any architectural or engineering endeavor, is to prioritize and then strategically organize your activities and building blocks to eliminate weakness, while leveraging strength.



**MICROSOFT IS AN INTRIGUING EXAMPLE OF THIS CHALLENGE IN ACTION.**

The company provides software to billions of customers and works with a network of more than 700,000 developers and partners.

This world-class service culture consistently delivers in a global industry routinely plagued by complaints of cancelled flights, inconsistent service, and unstable financial performance.

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**UNDERSTANDING YOUR “WHY?” IS THE PLACE TO START.**

## 4. LEARN TO IMPROVE

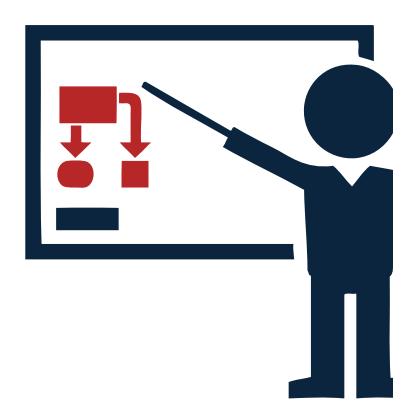


To achieve this throughout an organization requires a Common Service Language based on fundamental service principles that apply to all internal and external service providers, at all levels, and in every business unit, department, or division.



There must also be exercises customized for the service situations facing each service provider, and then wide-scale buy-in across the organization for the attitude and practices of uplifting service.

## 5. DRIVE FORWARD



Their feet are firmly planted in the realities of today. With a clear focus on the future and the reality at hand, they steer their cultures forward in an ongoing and ultimately inspiring process.

## HOW DOES THIS CHANGE BEGIN?



The airport builds an award-winning culture with a dynamic and frequently changing series of service classes, contests, recognition programs, communications, surveys, focus groups, and much more.



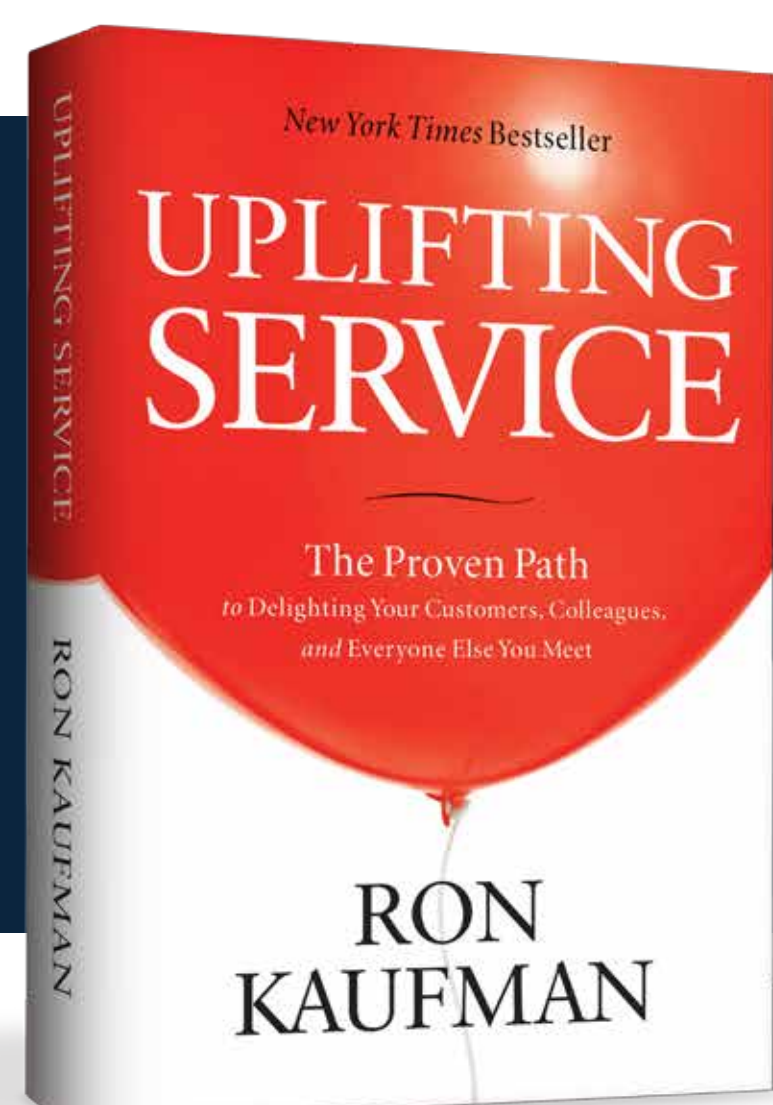
What about the companies that have never really focused on service—much less an uplifting service culture? How does change start then? Can one person take the lead and change an existing culture?”

**“SURE,” I SAID. “THIS IS JUST THE GATEWAY TO SINGAPORE.**



I’ll tell you the true story of how one man confronted the past and declared a cultural revolution and how every member of that organization made their service revolution come alive.”

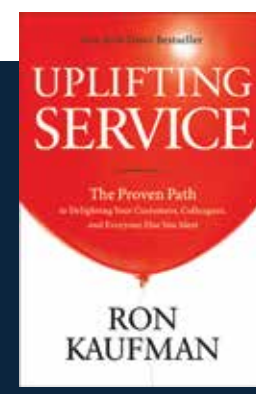
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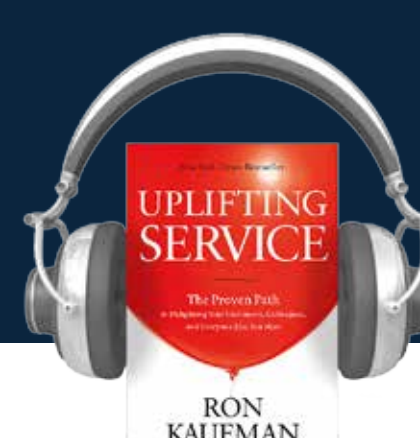
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**The Proven Path  
to Delighting Your Customers, Colleagues,  
and Everyone Else You Meet**



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