



We exist to serve others so they may better serve the world. SM

Personal Service Commitments Card
(Recommendations for implementation)

If you are a manager, please do the following:

1. Begin with yourself. Write your own personal service standards. This is a critical step. As Gandhi said, “Be the change you want to see in the world”. Plus it can seem hypocritical to ask your staff to do something that you are not doing.
2. Lead a meeting or training session on service excellence and why it is important for the team. Explain that providing engaging service is what each employee should commit to doing everyday.
3. Share your own personal service standards with your team, then ask them to help hold you accountable for meeting those standards. Explain that you will do the same for them. After all, service excellence is a team effort.
4. Instruct your team to write their own personal service standards. Encourage them to write specific behaviors.
5. Key Step: Have your employees share their Personal Service Standards with you (their manager) or their immediate supervisor.
6. Keep a file (paper or electronic) that contains each person’s personal service standards.
7. In daily interactions, ask individual employees to share their personal service standards with you. Also ask them how they intend to use at least one of the standards that day.
8. During your routine one-on-one meetings (which you should have), review your employee’s personal service standards, and provide feedback regarding their performance against those standards.

Visit www.bwenterprise.net to download the Personal Service Standards article and other great resources. Also on the website, you can subscribe to the official B.Williams Enterprise emailing list. You will receive announcements, newsletters and other excellent resources.

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