



Nick Bishop Solutions

## When excellence runs through the spine

# excellence

**Every person...All of the time...Any situation!**

I recently stayed in a small hotel in the walled City of Dubrovnik. Whenever you book anywhere, there can be a leap of faith. You read the marketing. You read reviews. Is the price right for both your personal budget and what is advertised?

It's only the look and feel, the service that you personally get...Occasionally the wow!!

We arrived late around 10.00pm, and were met by charming lady who insisted on helping with our light luggage. With vehicles not allowed inside the City walls, we were met some 600 yards away from the hotel. We chatted away and immediately felt a connection. On arrival at our small "Boutique" Hotel, the greet was warm as could be. Everything explained and nothing left to chance.

We stayed four nights. Everything was perfect. No matter which member of the Hotel Team that we met with, we had the exact same service...Effortlessly courteous, warm and friendly, nothing too much trouble and always polite.

OK...A small hotel perhaps. Maybe the ability to get everything just right from a service perspective is easier. Everyone with shared "Values & Vision". Selecting the right people with a shared ethos. It comes from within. Real and tangible...Not manufactured. So the big question...How can you scale it upwards in a larger organisation?

It starts at the top, but the whole of the senior team has to live by the values. A very clear message has to be cascaded and shown in all situations. People have to be recruited for their values. Skills can be taught. Empower people who want to delight customers. Be brilliant all of the time. Challenge everyone to be better than the day before! Create a culture where smiling is part of the job!

Create a culture where people want to come to work and where delighting customers is in their DNA. Don't talk about it...Experience it yourself and make it happen. You may even start to enjoy the culture yourself!

Making a culture of outstanding service and delighting all of your customers all of the time will prove to be the best investment that you can ever make!

***"Perfection is not attainable, but if we chase perfection we can catch excellence".***

**Vince Lombardi**