

Exceptional Service

In The Public Sector

Monday – March 16th 8:30am – 4:30pm

Middlebury Institute of International Studies at Monterey

Morse Building, 1st Floor, Room B104
426 Van Buren Street, Monterey

Enrollment is limited so
register early.

No registrations at the door

Hosted By the Monterey Fire Department

Cost: Only \$99 per student

To pay by credit card register via website: www.caysonandassociates.com

To register via phone call 866-841-8049

Group discounts (1 free for every 10 registered)

Instructor:

Robert White has been involved in the Public Safety Profession since 1975. His law enforcement experience includes service in patrol, investigations, support services and as the Public Information Officer, before rising to the level of Deputy Chief for the Flagstaff Arizona Police Department. Robert has also worked in fire services within his community.

Deputy Chief White is a graduate of Northern Arizona University and the FBI National Academy. He is a certified Master Instructor for the International Association of Chiefs of Police and a certified Instructor for the *7 Habits of Highly Effective People*.

Robert instructs across the United States and Canada on such topics as *IGO Leadership*, Exceptional Service in the Public Sector, Emotional Survival and Stress Management.

Course Content:

EXPECTATIONS – What do our customers expect from us and how do we identify these expectations in order to provide the best possible service.

"US" vs. "THEM" – How this singular attitude affects what we do and ultimately how we perceive ourselves individually, in our organization and in our profession.

IDENTIFYING CUSTOMERS – Sometimes we get so wrapped up in "being busy" that we forget who are customers are. Identifying who your customers are is one step in providing great service.

IDENTIFYING GOOD CUSTOMER SERVICE – We think we all know it when we see it. What are the traits of great customer service?

MOMENTS OF TRUTH – How to identify and understand just how important minor actions or inactions will affect the ultimate perception of just how well we performed.

"COFFEE STAINS" – How to identify and understand those things that affect our customers perceptions that may not be fair nor true, but nonetheless, are an important part of customer service.

HOW TO AVOID CONFRONTATION – Understanding some basic human traits can help you avoid that verbal or physical confrontation.

ORGANIZATIONAL STRATEGIES – Examine the reasons some individuals and organizations provide such great service and provide simple methods for improvement.

Intended Audience:

Exceptional Service in the Public Sector is not focused on "how to talk nice on the phone" and it is not about saying please and thank you. Instead, this course takes an in-depth look at how to inspire a culture of exceptional service within an organization. This course provides information and tools on how to inspire individual performances as well as the roll of the organization in facilitating exceptional service. This is excellent training for anyone working in the public sector including City, State, County and Federal employees. This training should not be limited to line level personnel only. It will benefit attendees regardless of their rank or position in the organization.

Cayson & Associates is a DBA of Production Technical Services, Inc.
Tax ID#46-0500248
Phone 866-841-8049

Email: donna@caysonandassociates.com

See our website at:

www.caysonandassociates.com