

## PETER NG TRAINING CONSULTANCY

Asia Pacific Distributor for SERVICE QUALITY INSTITUTE, USA



### **Creating Service Magic®**

A 120-Minute Seminar in Developing & Sustaining a Successful Service Culture

#### **Introduction**

“It’s not the magic that makes it work; it’s the way we work that makes it magic!”

Walt Disney

*Creating Service Magic* is not about the theory of magic, but the live, on-the-ground experience of an icon in the magic business of the wonderful world of service culture for your employees and customer to be able to feel and experience.

Walt’s approach helps us remember Peter Drucker and his philosophy: “They are not your employees, they are your people” as well as his personal philosophy that ‘the people who come into our business are not our customer but always a guest.’

Disney formula for success is simply put as –  
Leadership – Operational Effectiveness – Cast (Employee) Excellence – Guest (Customer) Satisfaction = Business Results

*Creating Service Magic in the Air* is based on 5 simple strategies:

- Strategy #1: Everyone is Important
- Strategy #2: Break the Mold
- Strategy #3: Make Your People Your Brand
- Strategy #4: Eliminate Hassles
- Strategy #5: Learn the Truth

In this 2-hour seminar, the most important touch-point is that at the end of our lives, no one will care what titles we once held, or how much money we made, or what a big shot we thought we were. If you really care about your legacy then take a long, close look at your values and the principles on which they are based. Fairness, honesty, respect for others, cooperation, integrity, courage, caring: these and similar virtues are what give us moral authority, and that is the strongest and most lasting kind of empowerment a service leader can have. When you have that moral authority, people will trust you and believe in you, and then you can accomplish anything you dream of.

We have the opportunity to make a huge difference, not just to your organization’s bottom line but to the lives of other human beings. Service leadership (referring to every employee) is a whole lot more than a role or title or merely learning some service principles but it is a serious responsibility for everyone to uphold! Welcome to Creating Service Magic!

“In the end, the quality and integrity of our people and product is a paramount to us – it is more important than anything we do.” Robert A. Iger