

THE 31 PRACTICES

Unleashing people to be
the best version of
your organisation

Alan Williams &
Alison Whybrow



SERVICE
BRAND
GLOBAL

31Practices®
Release the power of
your VALUES
every day



Inspiring service for competitive advantage

An introduction to 31Practices®

- Setting the scene
SERVICEBRAND GLOBAL, the SERVICEBRAND concept and 31Practices
- 31Practices® (for organisations)
The beginning
Values and behaviour
How it works
Results
- STOP PRESS – my31Practices®



Inspiring service for competitive advantage

Setting the scene



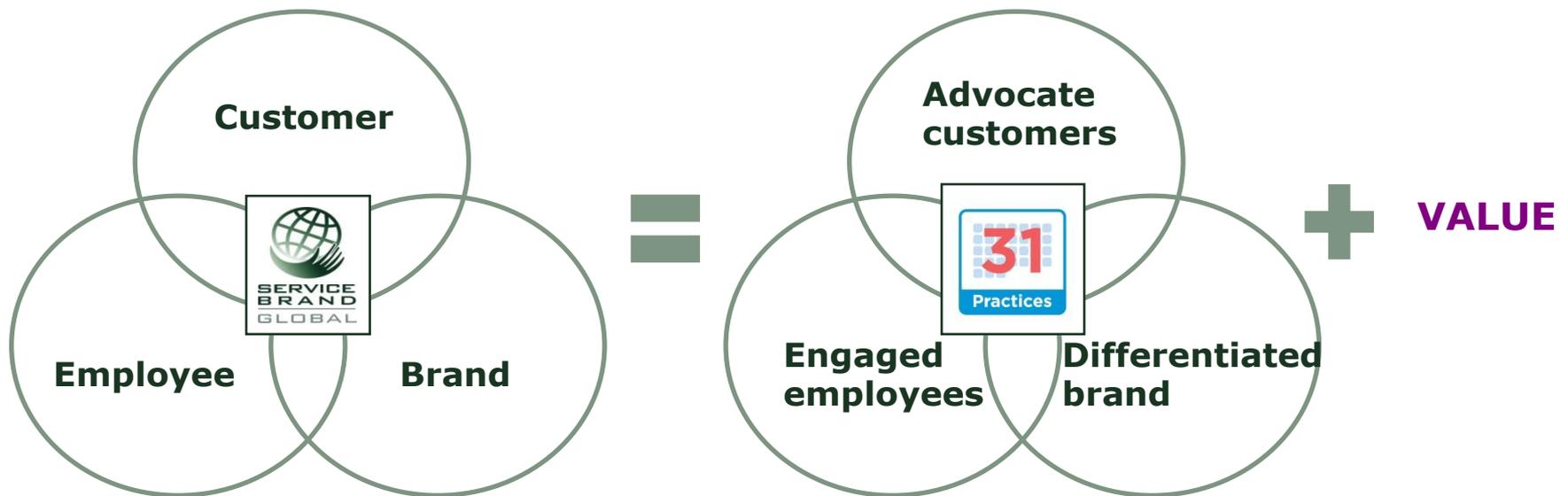
SERVICEBRAND GLOBAL

- Specialist thought leader, advisor/operator, change agent, author and speaker
- Face to face service environments - hospitality, leisure, facilities management, retail, and relationship based businesses such as professional services.
- Translating strategy into outstanding employee behaviour - detailed operational knowledge of how to turn creative thinking into practical reality
- Global (Marriott/Whitbread, Compass, Barclays Capital, Nokia, Nissan), UK (MITIE, Land Securities, Roehampton Club) and virtual organisations (supply chains)
- Collaborative network – experts and licenced Practitioners

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The SERVICEBRAND® concept

Inspired employees creating a brand aligned customer experience



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The beginning



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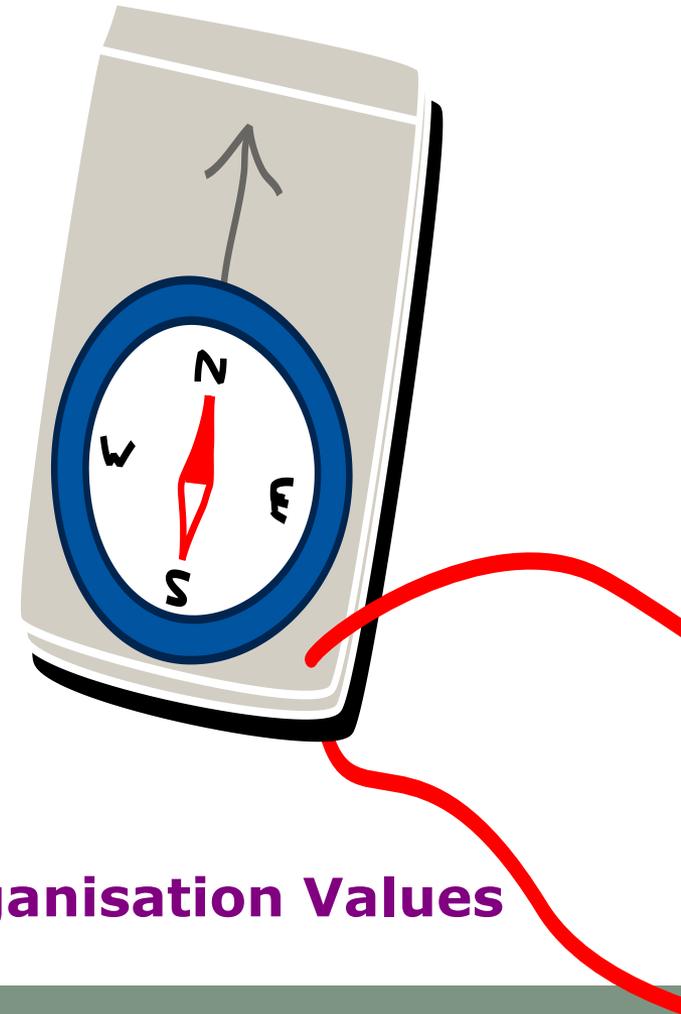
Values...what are they?



Let's point North

Values

- Customer Service
- Respect
- Integrity
- Excellence
- Innovation



The bottom line

Employee behaviour represents the organisation Values

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Why is behaviour important?



Source: Brookings Institution



Source: Enterprise IG 2004 and Ken Irons, Market Leader

Higher than average levels of employee engagement also realized

higher profits **27%**

higher customer loyalty **50%**

higher sales **50%**

above-average productivity **38%**

Source: Gallup

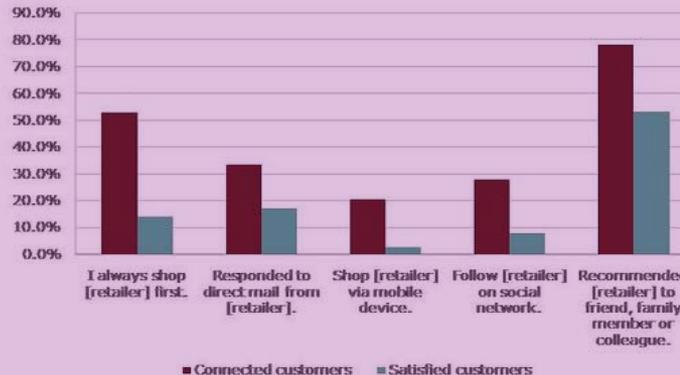


Source: Enterprise IG 2004 and MCA Brand Ambassador

Emotionally
Connected

v

Satisfied



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- 4x as likely to shop first at their preferred retailer
- 2x as likely to respond to direct mail
- 80% became evangelists
- 50% more likely to push the brand to friends and family

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How it works

- Based on Ritz Carlton/Marriott Daily Basics approach
- Translates organisational values into practical behaviour
- Co-creation approach, owning and developing the Practices
- Integration into all operating processes eg recognition
- Reinforces One Team approach (inc supply chain)
- Endorsed by Dr Alison Whybrow, chartered psychologist



31Practices is a great tool that provides simple, yet powerful, methods for service staff to enhance the client experience. **Stephen J. Flaim** Global Head of Corporate Real Estate Services, Barclays Capital



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Practice...in practice

Results



Transformation of five star hotel to deliver three consecutive all green balanced scorecards and AA Hotel of the Year.

"When I arrived last night, I explained to the young night porter that I had forgotten my business suit. I was amazed when he offered to collect his own suit from home to lend to me"



One Team service excellence programme for FM supply chain of FTSE 100 company – 10% cost reduction, 10% customer satisfaction improvement, Corenet Global Innovation award.

"The receptionist asked me to lift my terrier up in front of the camera, asked his name and printed off a name badge. The best welcome I have had in any corporate office in the world."



Creation and implementation of consistent, global service brand and values-based One Team culture in key locations for investment bank.

"I had lost my wallet and returned to the office because I had no means of getting home. The security officer drove me there and made sure I was safe."



One Team and 31Practices implementation in London portfolio of property company - record 95% customer satisfaction rating.

"My engagement ring went down the washroom plughole and the cleaner rescued it for me"

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31 Practices in practice...videoclip

<https://vimeo.com/44028244>

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In summary

- Employees are the organisation
- Service is about people
- Know where North is
- Sustained success requires sustained effort
- Practice makes more perfect

The bottom line

Values are too important to remain as printed words



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Stop press.....my31Practices®

The screenshot shows the homepage of my31Practices. At the top left is the logo, a stylized '31' with 'my' above and 'Practices' below. To the right are links for 'Start Today!', 'LOGIN', and a personalized welcome message 'Welcome back Alan' with a smiley face. Below these are navigation links: 'What's it all about?', 'Try 31 P for FREE', '31Blog', and 'Speak to us'. A central section features a list of benefits: 'Fast', 'Easy', 'Helpful', 'Fun', and 'BE you', each with a checkmark. To the right is a hand-drawn illustration of a tablet displaying a calendar and a video player. A red button says 'Go on Sign Up' with a checkmark. Below the button are icons for currency (£), a document, and a heart. A grey banner below the benefits section contains a bar chart icon and the text 'Release the power of your personal values'. The bottom section is split into two columns. The left column is titled 'We'd love you to join us...' and contains two paragraphs of placeholder text. The right column is titled 'Info Block TBC' and contains a dashed rectangular box. At the bottom of the left column is the text 'Simple & effective...' and at the bottom of the right column is 'Let's Go'.

my31Practices

Start Today! LOGIN Welcome back Alan 😊

What's it all about? | Try 31 P for FREE | 31Blog | Speak to us

- ✓ Fast
- ✓ Easy
- ✓ Helpful
- ✓ Fun
- ✓ BE you

See for yourself Play our video

Go on Sign Up ✓

£ 📄 ❤️

Release the power of your personal values

We'd love you to join us...

A augue pid nisi odio in nunc sagittis, amet mus. Est cursus enim a tincidunt mid porta pulvinar lectus tortor? Turpis augue! Ut tempor? Ut urna velit nisi? Penatibus elit.

Urn vel magna, sagittis non urna auctor elit rhoncus, in scelerisque sed augue ac, nec et platea, tincidunt? Placerat. Natoque sagittis ac mauris platea diam! Adipiscing mauris amet et. Urna vel magna, sagittis non urna auctor elit rhoncus, in scelerisque sed augue ac, nec et platea, tincidunt? Placerat. Natoque sagittis ac mauris platea diam! Adipiscing mauris amet et.

Simple & effective...

Info Block TBC

Let's Go

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Stop press....my31Practices®



Start Today! Alan W

What's it all about? | Try 31 P for FREE | 31Blog | Speak to us

I help strangers in need of assistance

Core Value: Helpfulness

Record your experience:
I managed to help a stranger (Jack) cross the road today



How did I do? ★★★★★

share me! Save Now

Yesterday
April

I smile to all people I meet on the street

★★★★★

Tomorrow
April

I smile to all people I meet on the street

Welcome back Alan

- ★ Rate my practices
- My Performance
- ♥ Edit Values & Practices
- 📢 Shout it out

My avg this month

★★★★★



"I help strangers in need of assistance"

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Recap - 31Practices®

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Wise words.....

- **“An ounce of practice is worth more than tons of preaching.”** *Mahatma Gandhi, politician*
- **“You can't hire someone to practice for you.”** *H. Jackson Brown, Jr., author*
- **“The more I practice, the luckier I get.”** *Gary Player, golfer*
- **“Knowledge is of no value unless you put it into practice.”** *Anton Chekhov, writer*
- **“In theory, there is no difference between theory and practice. In practice there is.”** *Yogi Berra, baseball player/coach*



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