

ALL-EMPLOYEE WEBINAR SUITE

The following all-employee webinars provide learning opportunities from the convenience of your office. Each webinar is a 60-minute presentation, and is recorded to increase accessibility for those who might have a conflict with a webinar date and to serve as an electronic resource for staff meetings and discussions. For continuity in instruction, Kayla Curry, Organization Impact, will serve as the instructor for all four webinars.

How to Create the Complete Customer Experience

May 1

For all employees

In today's marketplace, customer service is no longer "good enough." Instead, customers and cooperatives' member-owners are demanding positive experiences. In fact, they often base their loyalty on the quality of those experiences. This webinar will provide insight on the art and science of providing the "complete" customer experience.

Key topics:

- The psychology behind customer fans versus customer complaints
- The impact of the heart, mind, voice and actions of the customer
- Practical skills to help foster the customer connection and loyalty to your organization

Developing a Professional Image

July 10

For all employees

Key skills for today's business climate include diplomacy, discretion and effective communication. These skills require intentional focus and an effective action plan. Without this focus and action plan, one wrong step can destroy credibility.

Key topics:

- Handling situations with discretion and authority while maintaining business relationships
- Building your communication skills
- Developing credibility and trust with leaders, colleagues and customers

Managing Conflict with Co-Workers

September 4

For all employees

Conflict happens, both personally and professionally. This webinar is designed to provide participants with an understanding of the dynamics of workplace conflict and strategies to better manage those conflicts while preserving relationships.

Key topics:

- The psychology of conflict in the workplace
- Attributes of 5 conflict-management styles
- Practical tools to deal with conflict in a healthy and constructive way

How to Handle Difficult Customers

December 4

For all employees

Customer complaints are a reality for every business. For those who interact with customers or member-owners, finding ways to manage the difficult ones is a critical skill. In fact, a few difficult customers may ruin an entire day for an employee and also have a negative impact on other customer interactions. This webinar will address the types of difficult customer behavior and specific strategies to guide conversations toward productive outcomes.

Key topics:

- Emotional and logical balance of a customer complaint
- Personal emotional triggers and strategies to manage them
- Three types of difficult customers
- Specific language to guide conversations and achieve positive outcomes