



THE BIG PICTURE™

CUSTOMER SERVICE ILLUSTRATED

PROGRAM OVERVIEW

Customers reward organizations for delivering finished products – not for the effort individual employees put into their own goals and activities. This is graphically illustrated in **The Big Picture**, a hard-hitting program where groups design and construct a 8' x 10' billboard or banner which can be customized to include your logo, graphics, and theme.

The Big Picture is interactive, hands-on, and learner-centric. Incorporating multiple debriefs, the design encourages active experimentation on the part of participants. Consequently, they own the results and the learning as they determine what it takes to deliver outstanding customer service while building high performance teams and organizations.

OUTCOMES

The Big Picture is a 60-90 minute exercise that highlights how the work of every person, team, and department is “seen” by the customer and therefore impacts the bottom-line.

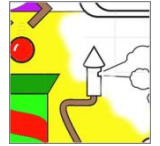
The Big Picture focuses on:

- Customer Service
- Collaboration
- Communication
- Commitment



THE PROCESS (HOW IT WORKS)

1. Participants are divided into 10 table groups of 3 – 10 participants each. Collectively they must produce an 8' x 10' billboard.
2. The billboard is built of 20 2' x 2' squares, each of the 10 table teams is responsible for 2 squares. Each square must align with the sections on either side of it: lines must connect and colors need to match.
3. Each table team is responsible for ensuring that their piece of The Big Picture is successfully completed, and seamlessly integrates with the work of the teams on either side of them. Even if each team does good work on its own portion of the Big Picture, if their squares don't align with those of other teams, this will be reflected in the finished product.
4. To successfully complete their task, the group must define and communicate “the big picture”, the execution strategy, and clear expectations for each participant.
5. A mid-program debrief allows participants to learn the importance of taking time to stop, evaluate, and if necessary, correct their course.
6. The group's success at managing the project will be graphically illustrated by the finished billboard. The results are always interesting.



LOGISTICS (WHY USE IT?)

Minimum number of participants: 30
Minimum Room requirements: 1000 sq.ft
Time required: 1 - 2 hours

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