



Leading to Achieve Great Service

Service has become your best, least expensive marketing strategy...IF your clients, community and donors experience it consistently, throughout your organization, from beginning to end, in ways that add value to them. The side benefits? That level of strategic service creates a culture that helps you reach your strategic goals.

Today's leaders need the tools Dee Dee offers to inspire a shared commitment to service. Leaders at all levels will discover simple, no-cost ways to deliver your Service Brand Promise, to engage employees and transform service into a marketing strategy that deepens trust, builds relationships and helps everyone to know they make a difference.

Dee Dee brings proven content, a voice of experience and authentic inspiration to a program that helps clients create a sustained level of service AND employees who feel empowered, appreciated and know they make a real difference. Her expertise was featured in the ***Volunteer Management Report***. She has conducted extensive customer service research and written two books and numerous columns on customer service.

Program objectives:

- *Communicate the service vision, goals and experience that inspire staff*
- *Ensure all members of your team understand their meaningful role in service*
- *Celebrate service success with recognition that rewards and inspires*
- *Show up every day leading from a place of "personal best" that inspires the same behavior in employees and makes service fun!*

Attendees who register for Dee Dee's e-newsletter will also receive 15 weeks of inspirational emails entitled "Leading to Achieve Great Service."

Leading to Achieve Great Service clients include:

Missouri Slopes Lutheran Care Center
Avera McKennan Fitness Center
ND Community Support Providers
Dakota County Library, Eagan, MN
University of Wisconsin
Aberdeen Parks & Recreation
SD Telecommunications
DOVIA

"Ms. Raap is unlike any other speaker I have had the pleasure of working with. She totally invested herself into our organization to understand and feel what we understand and feel. This came through in her presentation and allowed her to really connect with our team." Reier Thompson, CEO & President, MSLCC

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