

# Transformational Leadership Habits

1. Promote the brand purpose and expectations. Ensure all staff know how to put the customer at the heart of everything they do in their role.
2. Coach for improved performance. Recognize those that excel in delivering a great customer experience, provide training to those with the right mindset, counsel those that need to improve their attitude, and remove those that do not contribute.
3. Select the right talent. Invest the time and resources to get managers and staff who will embrace and excel in a Customer First culture.
4. Onboard your talent. Ensure your new staff have a great experience when they begin their job. Ensure they understand the importance of the customer experience.
5. Train your talent. Provide training that emphasizes what to deliver and more importantly how to deliver it.
6. Enable your staff to do their job by providing the right tools, resources, and information. Focus on making your staff successful.
7. Show that you care. Develop relationships with your team built on respect, trust, and open communication.
8. Communicate effectively. Ensure your messages are understood and consistent by utilizing multiple mediums, leading by example, and daily meetings.



The Ultimate  
Driving Machine