



Customer Driven Service Workshop

HALF DAY WORKSHOP

Introduction

iMA is a universal language designed to help people communicate more effectively and build rapport in seconds.

iMA stands for Identify, Modify, Adapt: the principles used to enhance communication, teamwork and interaction between people with different behavioural characteristics.

“iMA is fun but effective and it was immediately embraced by all participants and the results simply staggering.”

Using a straightforward 10-question online questionnaire, participants receive instantaneous feedback on their natural behavioural preferences and their predominant iMA style (High Blue, High Red, High Green or High Yellow).

Over 50,000 people worldwide know their iMA style and use that knowledge to improve their effectiveness whenever they interact with others.

Righttrack utilises iMA to deliver workshops and programmes that make dramatic improvements in personal effectiveness, management, leadership, team working, sales and customer service.

“From the Myers Briggs to French graphology, I’ve never seen a profiling tool which is as short, fun, and which has, I believe, profound implications for how we work together in this brave new world of the digital world”.

How we Communicate with Each Other

When we want to share our feelings, thoughts and ideas with another person we “encode” them into a language, and transmit them by words, and non-verbally through our body language and vocal and facial expressions.

When our ideas are received they are decoded: the person on the receiving end assigns a meaning to the words and thoughts received, and some mental, physical or emotional action is taken.

Communication problems often arise because we have no guarantee that the other person (the listener) will interpret the words, expressions in our voice and face and gestures of our body in the same way we meant them to be understood.

In today’s digital world, online communication is even more challenging due to the absence of non-verbal communication.

No matter whether we are online or off-line, we increase the chances that our message will be accurately and willingly received by the other person if we understand how that person prefers to receive information.

The key to making this process work is the ability to transmit thoughts, ideas and feelings to the listener in a way that maximises the chances of the other person understanding them.

That’s what iMA is all about.

Learning to Understand and Speak iMA

iMA is a universal language that improves self understanding and helps people to communicate and work together more effectively. Through answering just 10 questions iMA will confirm your natural dominant patterns of behaviour – your iMA style.

Once you understand your own iMA style and you learn about the other styles, you will understand how others look at and filter the world and why they behave differently to you.

You will understand:-

- **Different thinking styles**
- **Strengths and limiting patterns of behaviour**
- **The different ways people like to give and receive information**
- **How different people have different motivators**

This helps you to treat people the way they want to be treated. When this happens, trust, communication and cooperation go up; stress and tension go down.

The iMA language of colour is founded on these four styles:



High Yellows are outgoing, friendly and enthusiastic idea people who excel in getting others excited about their vision. They are fast paced, high energy and deal with people in a positive upbeat way; eternal optimists that can influence people and build alliances to accomplish their goals.



High Blue's are warm, supportive and nurturing individuals who develop strong networks of people who are willing to be mutually supportive and reliable. They are excellent team players, courteous, friendly, good planners, persistent workers and good with follow through.



High Green's are serious, analytical, persistent, systematic and task oriented people who enjoy problem solving, perfecting processes and working towards tangible results. They do research, make comparisons, determine risk, calculate margins of error and then take action.



High Red's are goal oriented go-getters who are most comfortable when they are in charge of people and situations. They focus on a no-nonsense approach to bottom-line results. They are fast-paced, task oriented and work quickly and impressively by themselves.

Over 50,000 people from 40 countries are currently using iMA to understand themselves better and to help them communicate more effectively with their colleagues, co-workers, family and friends.

Whether you are at the front line or head office, in the public, private or third sector and wherever you are on the ladder of your career, iMA opens up new ways of thinking and doing.

What Makes Your Customers Tick?

Overview

Everywhere you turn today, you hear about the importance of customer satisfaction. You might think that service is getting better with each passing moment. Surveys, though, suggest otherwise.

One customer in four is thinking about leaving the average business at any given time because of dissatisfaction.

What's wrong? Too many companies and employees view customer service as something that happens once and is then over. True service doesn't just focus on a one-time event, but on building a sustained, positive relationship.

Organisations and people with a positive attitude towards service know that each contact is an opportunity that may never come again. Such encounters typically produce either a

Moment of Magic: positive experiences that make customers glad they do business there, or a Moment of Misery: negative experiences that irritate, frustrate, or annoy.

The key to creating a Moment of Magic is exceeding a customer's expectations, but what works for one person may not work for another. Therefore this half day workshop demonstrates how you can utilise knowledge of iMA Styles to create Moments of Magic.

Programme Content

The iMA Customer Driven Service Workshop is a 1/2 day training session that can help you and your company become more effective and develop a competitive edge.

Prior to the programme participants will complete the iMA Questionnaire to help them identify their iMA style, and will then attend a specially designed 1/2 day training session that covers:

- **How to identify another person's iMA style**
- **The four basic iMA styles overview**
- **How to adapt to the different iMA styles to create Moments of Magic**
- **A toolkit of strategies and behaviours to deal with each iMA style effectively**

See the next page for an overview of how each iMA style should be dealt with in a customer driven service environment. Each of these will be explored during this highly interactive half day session.

Dealing with Each iMA Style to Create Moments of Magic

Dealing with iMA High Reds

High Reds may appear uncooperative, trying to dictate terms and conditions. But ask yourself: what do they need? You can help defuse them by providing:

- **Results, or at least tangible signs of progress**
- **A fast pace**
- **Evidence that they have control of the situation**
- **A belief that time is being saved**

The last thing you should do is assert your authority and argue with High Reds. They're not going to be listening, and they'll probably out-assert you. "Nobody ever won an argument with a customer" is an axiom of service. And that's doubly true with High Reds.

Dealing with iMA High Yellows

High Yellows with a complaint may seem overeager and impulsive. They may also come across as manipulative. Under stress, High Yellows' primary response may be to disregard the facts and anything you say. But you can address their needs by giving them:

- **Personal attention**
- **Affirmation of their position**
- **Lots of verbal give-and-take**
- **Assurance that effort is being saved**

You'd be better off to give High Yellows a quick-paced, spirited explanation that shows you aren't just brushing them off.

Dealing with iMA High Blues

High Blues may appear submissive, hesitant, or even apologetic. You may need to draw them out. They just wish this whole problem would go away. High Blues will be made most comfortable if you:

- **Make them feel they're personally "okay"**
- **Promise that the crisis will soon ebb**
- **Guarantee the process will be relaxed and pleasant**
- **Show you're committed to working with them to iron out the problem and save the "relationship"**

Remember, High Blues get just as upset as High Reds; they just express it in a much more low-key way. And they'll quietly go elsewhere if their needs aren't met.

Dealing with iMA High Greens

High Greens tend to recite the chronology of events and the litany of errors they've had to endure. They'll provide copious amounts of data and documentation. Here's how you can lessen tension with complaining High Greens:

- **Suggest that they're right**
- **Explain the process and details**
- **Show appreciation for their accuracy**
- **Help them "save face"**

You may see them as compulsives who are more hung upon the process and on showing they're right than getting the problem resolved. But if you want to retain their loyalty, you'll deal with them precisely and systematically, emphasizing your firm's interest in seeing justice done.

Testimonials

98% of the people who have participated in an iMA workshop have said that it was very stimulating and meaningful and applied to them and their work. (Over 2,000 people were surveyed)

Here is just a sample of their comments:

“iMA has helped make managing people fun!”

Paul Adamson

Director, Olan Mills Photography

“James Knight introduced this immensely powerful tool to over 50 teaching staff and 150 students. It allows individuals to develop their potential, and it provides them with the knowledge to improve their working relationships with those around them. The scope for good, in environments such as schools and colleges, is huge. I recommend it without reservation.”

Ann Marie Hodgkiss,

Head Teacher, Princess Helena College

“I would recommend iMA to anyone who wants to develop themselves and their effectiveness in communicating with others.”

Martin Durrant

Elite Selecton

“iMA has been one of the revelations in my life and has catapulted our business network into a new era for Ecademy. The ability to simply and quickly understand others and be able to see how I may be challenged by them, or see why I may be instantly ‘attracted’ to them in business has been a tremendous step forward for myself and for our members. The uptake in embracing iMA on Ecademy has been quite simply amazing, the fastest adoption of any application on our site.”

Penny Power

Founder of Ecademy

“From the Myers Briggs to French graphology, I’ve never seen a profiling tool which is as short, fun, and which has, I believe, profound implications for how we work together in this brave new world of the digital world”.

Julie Meyer

CEO of Ariadne Capital (as quoted in her City AM Column)

Programme Options

This is an in-company programme with the following options:

Duration:	Half day
Materials:	Folder, workbook, handouts, pen and certificate of attendance
Support:	Research - Pre-programme research visit or telephone discussion Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme
Dates & Location:	To suit you
Delegates:	Numbers to suit you
Style:	iMA programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
Learning Methods:	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning