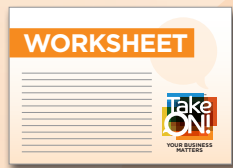
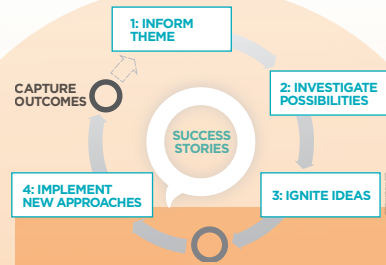


## AT A GLANCE:

# B FIRST IMPRESSIONS



## WHAT'S THIS THEME ABOUT?

First Impressions is designed to improve your people's awareness and understanding of the importance and value of first impressions and, ultimately, to improve the first impressions they make themselves! They'll identify opportunities to do better and then apply those ideas in immediate and practical ways that make a positive impact on both internal and external customers.

### First Impressions enables your people to answer important questions like:

- Why first impressions are important and what impressions would we like to make?
- How are we doing?
- How can we create better first impressions?
- What will we do differently from now on?

## WHY IS THIS IMPORTANT?

As a business, delivering on our brand promise at every opportunity is critical, and never more so than the very first point of contact when first impressions are made. It's the first 'moment of truth' for your business. Having every person in your business understand the importance of those moments and actively seek ways to make the best possible impression, every time, is a massive opportunity. It also differentiates your organisation from the competition, builds brand strength and creates customer loyalty.

## IDEAL OUTCOMES

- Create positive **First Impressions** that 'WOW' customers and colleagues
- Receive fewer complaints due to poor first impressions
- Feel great about the **First Impressions** our team makes
- Strengthen our brand and reputation
- Increase customer satisfaction and loyalty

**"You never get a second chance to make a first impression"**

CONVERSATION SHAPER

