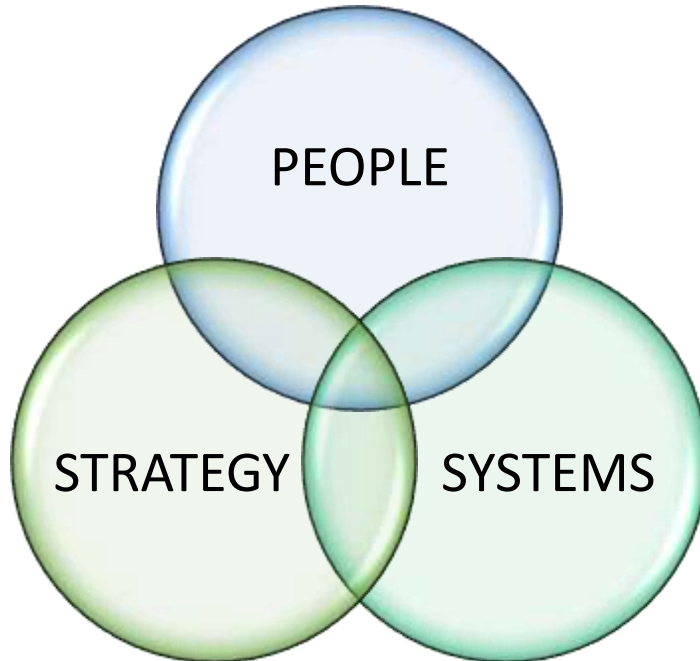


# THE PSS FRAMEWORK

*PEOPLE + STRATEGY + SYSTEMS = SUPER FANS*



This framework is designed to get you thinking about how you can transform your business. In order to get different results, you must do different things. This proven framework is simple and has been applied by the best organizations around the world.

Let's start with Strategy because it will ensure that everything in your organization is aligned to create Super Fans.

## **The Super Strategy**

1. Keep it simple. What is your strategy? Here's a hint: It's in the title of the book.

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2. What is the vision for your business? What are your 12-month, 24-month and 60-month goals?

What is your 12-month goal?

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What is your 24-month goal?

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What is your 60-month goal?

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3. How will creating Super Fans help you reach your business goals? It's important to know and be able to clearly communicate this to yourself and your teams.

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4. Who are your top five competitors? They don't necessarily have to be direct competitors. They can be outside of your industry. For example, if you own a gym, a local hiking trail can be your competitor. People enjoy the outdoors more than going to a gym for exercise sometimes.

List your top five competitors:

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5. What kind of experience are your competitors providing their customers/clients?

Identify two main points for each competitor:

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*This is where the magic begins!*

6. How can the experience you deliver to your customers differentiate you from your competition?

A) How are you going to do things better than them? Identify three things that you are going to do better than your competitors:

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B) What are you going to do that they don't do (what are your competitors afraid of, too cheap or resistant to doing that will add value for your customers)

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*Are you excited yet?*

7. How are you going to measure your success? (hint: do you use Super Fan satisfaction scores, Net Promoter Scores, purchase statistics, gross sales, profit margins, etc.)

Outline the top three measurements you are going to use (at least one measurement should include Super Fan satisfaction scores or Net Promoter Scores):

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Measure immediately so you can determine a baseline and identify your progress as you create more Super Fans. It's important to know how many of your current customers/clients are Super Fans.

8. Now that you know what you are going to do to differentiate your business, how are you going to communicate this to your customers? Your customers must know what you are doing to truly appreciate the experience. Be proud of the experience you provide.

What message are you going to share with your customers about your enhanced experience?

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## People (Creating Super Teams)

9. What kind of internal culture do you want to have for your business? Remember that culture is just how people think and behave, especially when you're not around. Keep it simple.

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10. You must outline the culture attributes to determine the right individuals for your culture. What attributes do you want to see in your people that will support creating Super Fans. For example, empathy, ability to listen effectively, strong verbal communication skills, positive attitude.....could just be a few that come to mind.

List ten attributes that you want to see in your people:

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11. The biggest factor for creating Super Teams is having the right people. What methods are you going to use to determine whether you have the right people on your teams? There are objectives ways and subjective ways to determine this.

Objective ways can include current performance, staff feedback, customer feedback, etc.

Subjective ways include observing behaviour and your gut feeling.

Identify how you are going to measure whether someone is the right "fit" for your business:

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12. The right culture is supported by having the right rewards and recognition. How are you rewarding or recognizing your teams right now? How does that need to change to support your Super Fan experience?

What behaviours or results are you going to reward or recognize going forward?

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How are you going to reward or recognize these behaviours or results?

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Remember that what you incent gets supported. Rewarding and recognizing positive behaviours for the experience you provide will help create Super Fans.

13. How are you going to model the culture that you want to create? You are the ambassador for your organization. What do you need to do differently to lead the way?

List five things that you are going to do different to lead the way to creating internal Super Fans?

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14. The weakest link determines the baseline of your culture. What are you not going to tolerate going forward?

List five behaviours you are no longer going to tolerate within your business culture?

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15. What are you going to do to support your teams so that they have all of the tools necessary to be successful? For example, training, appropriate compensation, productivity tools, etc.

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## The Super System

16. How are you going to use the five senses to enhance the experience you provide? Even if you have a virtual business, there are ways to use the five senses to enhance your experience.

Touch:

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Taste:

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Smell:

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Hearing:

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Sight:

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17. Remember that everything that provides stimuli to your customers impacts their experience. This includes the parking lot for your office, how clean the windows are, how organized your website is, etc. Pretend that you are a customer and observe all the stimuli you can in terms of dealing with your business. What needs to change, be enhanced or added?

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18. The basic foundation of the experience is outlined using journey maps. What interactions are you going to outline using journey maps?

List the main interactions with your customers that you are going to journey map:

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Refer to the Journey Maps video to get a better understanding of how to use them

19. Once you have created the journey maps, the next step is to create Standard Operating Procedures (SOP's) to show your team members what they should be doing to provide a consistent experience. Refer to the SOP video as well as the PDF. Remember that they are suppose to be simple.

Which format are you going to use for your SOP's?

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20. What technology can you use to enhance the experience. It needs to be 99.999% reliable. Bells and whistles don't matter if it's not reliable for your members. Technology is meant to enhance the experience, not replace it. Human touch is needed to create emotional connections with your customers.

What technology can you use to enhance the experience?

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How can you add human touch to your technology to create emotional connections?

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21. The most important factor to creating Super Systems is to ensure that everything is fully integrated. What needs to be integrated (process, technology, equipment, people, and the five senses) in order for the experience to be seamless.

List what needs to be integrated:

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Come up with creative ways to integrate them:

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