

## Non-negotiable Standards

### Never Standards

- Point
- Say “no.”
- Say, Not a problem.
- Make blind phone call transfers internally.
- Overshare with a student.
- Gossip.
- Criticize other team members.
- Show frustration publicly.
- Criticize competitors.
- Accept “fine” or “okay.” from a student who is asked how was everything today.
- Only say, “I don’t know.”
- Have a conversation with a co-worker, in front of a student, that is unrelated to the student.
- Make the student wrong.

### Always Standards

- Take them there.
- Do warm transfers.
- 10-foot greet.
- A smile is a part of the uniform.
- Greet by name after you learn it.
- Say name two or four times/
- Genuinely say “certainly, absolutely,” and “my pleasure.”
- Do what it takes to make it right!
- Own it – even if it’s not your fault.
- Focus on what you can do, not what you can’t.
- Anticipate and deliver on the student’s needs.
- Deliver at least one WOW to every student.
- Be a detective.
- Acquire, document, and share student intelligence.
- If you know it, use it.

Adapted from the book,  
**What’s the Secret to Providing a World Class Experience**  
by John J. DiJulius III