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-feet 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