

FEELINGS *For Professionals*

This book belongs to: _____

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The Participant Book

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Chapter 1:

WHY DO WE DO THE THINGS WE DO?



What makes us tick?

Feelings Are the Key

How do we make decisions?

What do you consider when making a decision on the spur of the moment? What do you think about when you make life-changing decisions?

It's not easy to know exactly what makes us do what we do, but we can usually be certain about how we feel.

Feelings Influence Our Decisions

We would like to think that we make decisions—especially the important ones—based only on facts. However, most of the time, our feelings directly impact our decisions in everything from our choice of friends, our jobs, the cars we drive, and where we live.

We often back up gut decisions with investigation and comparison; but, in the end, we tend to rely on our feelings, emotions, and instincts.

Quality Customer Service Is the Goal

Our feelings do not just effect big decisions. Feelings also influence the organizations we do business with, the products we choose to buy, and our attitudes regarding other people.

Because feelings are essential to what we do, we need to work harder to understand them. Similarly, we must focus on how we should consider the feelings of others every time we communicate. The same concepts that apply to the way we live also affect the way we work and do business.

Regardless of our specific job, we need to strive to deliver quality care to our customers and colleagues at all times. We're all customers many times every day. When we go to the bank, or talk with a co-worker, we expect courtesy, consideration, help, respect, and support. We expect to be treated as a valued customer.

Even in our personal lives we subconsciously select friends who treat us as valued customers. We also want our family members to be courteous, helpful, considerate, respectful, and supporting.

Each of Us Needs the Help of Others

We constantly require the help and support of others. We experience the same level of give and take on the job that we do in every personal interaction.



When we get the responses we want, we feel good. It satisfies our need for caring interaction. We remember the experience fondly and strive to repeat it.

*The Feelings of
Others Count*

Even if we view our daily contacts with people on the job as routine, we need to consider the feelings of others. Their contact with us may not be routine at all. They expect to be treated like a customer.

In our working lives, we often think of those we encounter as strangers or business acquaintances, but that doesn't have to be our perspective. Opportunities for friendship on the job are limitless because our customers and colleagues want and deserve to be treated as friends.

Studies have shown that people make decisions about where they do business or where they spend their money based on what an organization does (or doesn't do) to make their experience a pleasant one. Sales, advertising, products, location, and services all attract customers

once. The quality of the personal relationship they experience that first time is what brings them back.

The same can be said of any personal encounter. We avoid people with whom we have negative experiences.

Have you ever been ready to buy something, but decided to walk away from the deal because of an employee's attitude?

Have you avoided a restaurant with great food because of slow service?

Or avoided a lucrative project at work because you didn't get along with a colleague?

In the end, price, taste, or a deadline didn't matter.

That's how much feelings affect what we do every day.

We do things because we feel good about doing them. Interacting with others gives us the opportunity to feel good about ourselves and others, creating a win/win encounter for everyone involved.

For example, most people hate to be left waiting. They want to get to meetings on time, or get in and out of a store as quickly as possible. They feel frustrated when a co-worker or an employee makes them wait.

In general, most people want support, consideration, and respect. We want to be treated with compassion and dignity. Our customers and colleagues expect the same level of care from us. Every person we deal with, at home or on the job, is special. Why is this so important?

*Each Person Is
Special*

The most important ingredient in developing caring relationships is to treat others as special. When we do this, they will return the favor. Suddenly, we're no longer "just another employee" or a "faceless co-worker," but someone to be remembered. Life moves along smoother, and our experiences at work and in our personal lives improve greatly. We establish win/win relationships.

*Caring
Communication Equals
Quality Service*

How do we make this happen? With Caring Communication such as:

- Recognition for a job well done
- A smile
- A "Thank You"

Anyone who consistently receives caring feedback feels good about themselves and the person giving it.

*Uncaring
Communication Makes
Us Feel Angry or
Resentful*

Uncaring Communication creates the opposite reaction. Uncaring Communication generates anger and resentment.

Think about your own experiences. Have you ever been ignored when you were trying to get assistance as a customer? How did you feel? Have you ever needed a particular service only to have an organization tell you "we don't do that"?

How do you feel when you call a business and get transferred to several people without getting any real help?

It takes thirteen additional caring encounters to erase a single uncaring experience.

Caring Relationships Really Count

It benefits us to generate good feelings as often as possible. Good feelings generate quality care.

When we consistently provide quality care to others, we create caring relationships. This not only helps us, it positively affects those we deal with and our entire organization. Consistent quality care requires constant effort from each of us.





Exercise 1:

Personal Goal Statement

Answer the following questions. Then, tear this sheet out and keep it with you to remind you of your goals and their relationship to the quality care you can provide to both customers and co-workers:

(This exercise, like many others following each chapter, is for your use alone - to be shared later only if you choose.)

1. List two things you'd like to learn that would make your job easier:

1.

2.

2. List which job-related skills you'd like to improve:

1.

2.

3. List one work attitude you'd like to change:

4. List one thing you could do to make your work environment more constructive or positive:

Chapter One Review

POINTS TO REMEMBER:

- We make decisions based on our feelings.
- We all need the help and support of others.
- The way we provide help and support to others influences their feelings about us.
- People need Caring Communication. The more we receive, the better we feel!
- Poor service and Uncaring Communication makes us feel unimportant and unappreciated!
- Living up to the customer care expectations of others benefits everyone.