Lessons From The Mouse
Course Outline

- **Course 1**: How To Use Lessons from the Mouse
  - Chapter 1: Challenge, Frustration, Fulfillment
  - Chapter 2: Filling the Gap

- **Course 2**: Never Let “Backstage” Come “Onstage”
  - Chapter 1: Behind the Magic
  - Chapter 2: What’s Onstage in Your Organization?
  - Chapter 3: Living the Philosophy

- **Course 3**: What Time is the 3:00 Parade? Is Not a Stupid Question
  - Chapter 1: Behind the Question
  - Chapter 2: What’s Your Customers’ Stupid (Not) Question?
  - Chapter 3: The Eyes and Ears of the Customer

- **Course 4**: Little Wows Add Up
  - Chapter 1: Making Dreams Come True
  - Chapter 2: What Wows Are You Creating?
  - Chapter 3: The How Behind The Wow

- **Course 5**: Have Fun with the Job- No Matter How Miserable You Feel
  - Chapter 1: When the Act Becomes Reality
  - Chapter 2: There’s a Small World Everywhere
  - Chapter 3: Finding Fun In Your Job

- **Course 6**: Don’t Be a Customer Service Robot
  - Chapter 1: Animated Service
  - Chapter 2: Robots Roam The Planet
  - Chapter 3: Be Animated Not Automated

- **Course 7**: Pay Attention to the Details
  - Chapter 1: Everything Speaks
  - Chapter 2: Embrace Everything Speaks

- **Course 8**: Never Ever Say, “That’s Not My Job”- Don’t Even Think It!
  - Chapter 1: Behind The Pride
  - Chapter 2: It’s Not My Job’s Cousin
  - Chapter 3: Whose Job Is It?

- **Course 9**: Everyone Has a Customer
  - Chapter 1: Cast Members Are Treated The Way they Are Expected to Treat Guests
  - Chapter 2: Everyone IS (and yes, has) a Customer
  - Chapter 3: Do Unto Others As You Want Done Unto You

- **Course 10**: Figure Out What Ticks Off Your Customers
  - Chapter 1: Do Something About It
  - Chapter 2: Figuring It Out
  - Chapter 3: Out of the Park

- **Course 11**: Take Responsibility for Your Own Career
  - Chapter 1: Ask and You Shall Receive
  - Chapter 2: Advancing Your Career
  - Chapter 3: Avoiding the 3 W’s
  - Chapter 4: Tips to Take Charge

- **Course 12**: Conclusion
  - Chapter 1: Putting the Lessons to Use

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