### Everything Speaks



Every detail of the service environment is saying something about your organization. Everything the customer sees, hears, smells, tastes, or touches impacts the experience. Anything that is out of alignment causes a disconnect in the mind of the customer. **Everything Speaks!** Customers may not consciously notice every detail, but subconsciously clues to your culture are being communicated. What is your service environment saying about your organization?

Be sure to include physical and “attitudinal” elements.

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| Everything SpeaksDistracter | Everything SpeaksCommitment |
| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |

**Everything Speaks (continued)**

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| **Everything SpeaksDistracter** | **Everything SpeaksCommitment** |
| **6.** |  |
| **7.** |  |
| **8.** |  |
| **9.** |  |
| **10.** |  |