### Everything Speaks

bd06111_

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 Speaks Distracter | Everything Speaks Commitment |
| **1.** |  |
| **2.** |  |
| **3.** |  |
| **4.** |  |
| **5.** |  |

**Everything Speaks (continued)**

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| **Everything Speaks Distracter** | **Everything Speaks Commitment** |
| **6.** |  |
| **7.** |  |
| **8.** |  |
| **9.** |  |
| **10.** |  |