

# The Whole Person: The Key to Unlocking Great Customer Service



Written by Bruce Lund | 10 February 2011

## Burt Speaks to Demos' Upper Management

Several months ago Peter Demos, owner of Demos' Restaurant, and Coach Micheal Burt met at an MTSU football game and while there was a game being played on the field the real action for the two took place in the box where they connected.

That conversation led to Burt posing a simple question; "Where does great customer service come from?" Burt suggested from his experience that if people don't understand why they are doing something they simply won't do it to the desired level.

### Fast forward to this Past Weekend

Peter asked Coach in to speak to his Upper Management on Saturday and Sunday during a two-day retreat in Sevierville. Managers came from Demos' five locations: Murfreesboro, Nashville, Lebanon, Hendersonville, and Florence, Ala., during the first outsourced training in the history of the restaurant.

"They needed to hear this message from a different voice and perspective from somebody that has been successful in leadership roles," said Demos.

The results from the strategic retreat proved to be beneficial. Coach Burt's unique message centered around speaking to the mind, body, heart, and spirit of each individual and to develop a leadership philosophy that they can give away to their employers. The managers were very receptive to the insights and already began discussing ways to incorporate their newfound leadership methodologies.

"This is really about bringing an awareness to how important the 'whole person' is to the service industry," said Burt. "Providing a framework that creates high performance teams and connecting them to the hard skills that each employee needs to be effective was the focus of the retreat. Without question, this line of work is emotionally taxing making it is critical that leaders provide ways for employees to connect to a message that can unite them."



### A Message Needed in the Service Industry



The retreat highlighted the need that the service industry could use training sessions like the one Coach Burt provided to gain clarity and provide role definition for every person on the team. The managers were excited to create "NEXTPERTS" that can problem-solve during a demanding, non-stop work environment and allow them to play in their "unique abilities" more often.

"Most people in the restaurant industry get caught up in the day-to-day aspects of the job and can't see the big picture and how to grow their business" said Demos. "This retreat allowed us to gain clarity on how to 'work on' instead of 'working in' our business."

Coach Burt's universal message continues to add value in multiple industries.

To learn more, contact Coach Burt to better understand how he can help your organization "Play at a Different Level".