

Selection Guidelines

Certified Workshop Leader

Selecting members of your in-house team to become **Certified Workshop Leaders** is very important. These individuals will be trained and certified to conduct workshops. They must be **role models for quality service**—people who “walk the service talk”.

Each Certified Workshop Leader must be someone who is:

- Passionate about quality service
- A role-model for uplifting service
- Understands your existing service culture
- Is committed to make your service culture even stronger
- Enjoys helping others feel good about their efforts and contributions
- Has successfully completed the Workshop Leader Certification Program

Here are some questions to ask when selecting your Internal Certified Workshop Leaders:

- Is this candidate a good role model for uplifting service?
- Is this candidate well respected by colleagues?
- Does this candidate communicate clearly and effectively?
- Does this candidate have a good working relationship with management?
- Does this candidate “go the extra mile” for customers and colleagues?
- Is this candidate committed to upgrading his or her service skills?
- Is this candidate committed to service improvement in the organization?
- Is this candidate willing to become a Certified Workshop Leader?
- Will this candidate be available to conduct the workshops on a regular basis?

You may also wish to have your Certified Workshop Leader candidates answer a list of questions to give you a better idea about their suitability as Certified Workshop Leaders.

You do not need to ask all of the questions listed, and you may want to include questions of your own design.

When evaluating candidates and their replies, look for individuals who are constructive, cooperative, and proactive in their replies; those who “take responsibility” rather than “laying blame”.

The Certified Workshop Leader’s role is that of a facilitator (a “guide on the side”, not a “sage on the stage”). Therefore, we recommend you choose those individuals with an ego strong enough to stand in front of the room and guide discussions, but not those who have an overwhelming ego that might silence others, or an egoistic need for everyone’s attention and adulation.