

*Screw it,
let's do it.*

THE Customer's
SHOES LTD

Trigger team discussions on offering more
creative customer experiences.

www.thecustomersshoes.com

The Concept

A great deal of our success in life stems from taking bold or daring steps forward in a “screw it, lets do it” fashion. This activity facilitates discussions on this challenge and gives participants a low-risk challenge that will get their adrenalin going and force them to think about the possibilities of what could be if only they would just screw it and do it!

Use this activity to trigger team discussions on the more creative options available for offering great customer experiences and defining your organisation as one that dares to be different. Of course you as the trainer and initiator of the game will have to set the rules, as reputations and even jobs could be lost on the addictive temptation of this training game...

Participants:

4 or more

Materials Needed:

You will require the following resources:

- 'Screw it, let's do it' wheel of fortune sheet
- Bic biro or similar - the type with the hole part way down the length of the tube. Or a pencil.
- A drawing pin

Objective:

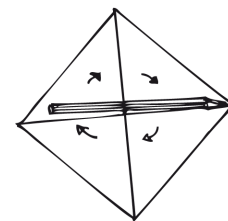
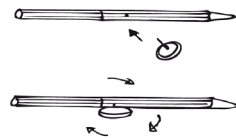
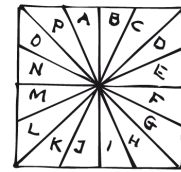
To identify 16 areas of the customer experience that could be improved upon with some screw it let's do it attitude and to identify unique ways of improving selected areas.

Time Needed:

- Set-up time: approx 5 minutes
- Execution: This depends entirely upon how long you wish to invest.
If you use this as a meeting energiser then probably not much more than 15 mins.
However it's possible to take several hours to explore all opportunities that this activity can trigger.

How to Make Your Wheel of Fortune

1. Print off the pre-formatted Screw It, Let's Do It Wheel of Fortune (what a mouthful). We recommend printing this on a sheet of card or stiff paper say 180gm.
2. Using the Biro insert the drawing pin into the hole in the barrel of the pen to make a spindle for the pen to rotate around. If you don't have access to such a pen then use a pencil and insert the pin into the pencil so that it balances on the pin.
3. Place the pen or pencil in the centre of the sheet. Use of a piece of BluTak to hold the pin to the paper will firm things up.
4. Spinning the pen around the sheet inevitably means it will land on a letter somewhere on the Wheel of Fortune sheet.



How to Play...

1. Get the team to list up to 16 moments of truth within the customer experience and list these A-P on a flipchart. Each letter of the Wheel of Fortune relates to the corresponding letters on the list.
2. Spin the pen or pencil around so that it lands on a segment then focus the team on that random moment of truth. Or split the team into smaller syndicates with each syndicate working on different letters on the list. Or ask individuals to work on specific areas nominated by the letter on the Wheel of Fortune.
3. Each person or syndicate then needs to work upon ways to improve the customer experience in the areas they have chosen or has been assigned to them, with as many unusual ways that they can think of!
4. The test of whether ideas are unusual should be based upon the Screw It, Let's Do It principle. If it makes sense for the business and not for the customer then it's not likely to be a good idea to implement. If it makes sense for both then its worth considering in more detail. If it's right for the customer and not for the business (at least on the face of it) then it could well be worth further investigation and it's these ideas this activity is trying to get to.
5. "Screw It, Let's Do It!" requires casting away safe bets and going with your gut. If it makes sense for the customer then it should work for the business longer term.

'Screw it, let's do it' Wheel of Fortune

