

SHEPARD VT COURSE OUTLINES

Six Steps to Creating a Customer-Focused Culture

- Chapter 1 - Introduction
- Chapter 2 - The Proof
- Chapter 3 - Step 1 - Define it
- Chapter 4 - Step 2 - Disseminate It
- Chapter 5 - Step 3 - Deploy it
- Chapter 6 - Step 4 - Demonstrate it
- Chapter 7 - Step 5 - Defend it
- Chapter 8 - Step 6 - Delight in it!
- Chapter 9 - Final Thoughts