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