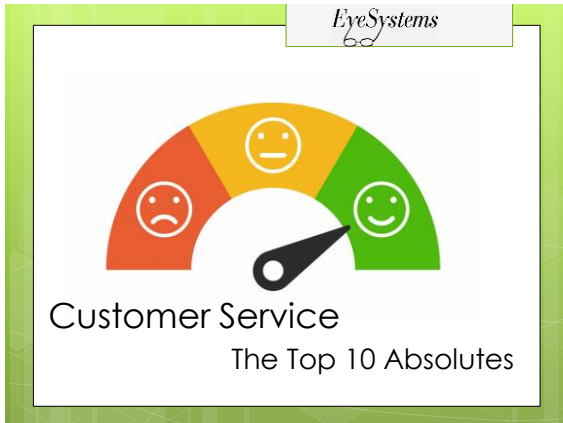
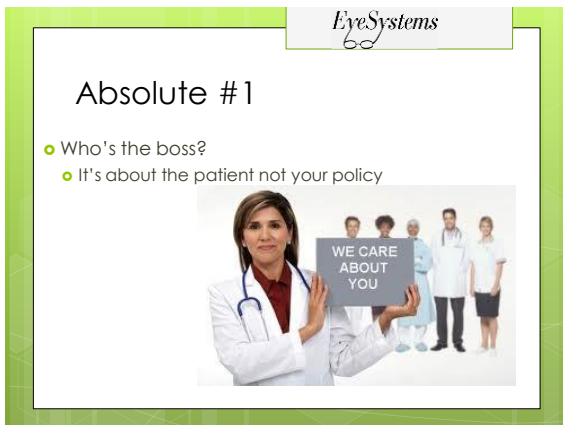




1



2




3

EyeSystems

Absolute #2


- Listen – it's not about talking
- Learn by listening




4

EyeSystems


Absolute #3




LISTEN




RESPOND



ADAPT



MEASURE



ANTICIPATE


- Anticipate patient needs
- What will be their first question?
- Understand the patient needs and you will be more efficient. Target your efforts...

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EyeSystems

Absolute #4

- Value the Patient - Leads to Referrals
- What can you do to make the patient feel valued?




- Zappos
- Honeycrisp apple
- Safeway guy

6

EyeSystems
62

Absolute #5

- Educate the patient – don't "sell" the patient "teach" the patient

EDUCATE 

7

EyeSystems
62

Absolute #6

- Never say "No"
- Always explain what you CAN do
- Builds rapport

SUCCESS HAS
NO LIMITS
WHEN YOU
SAY YES

YES!


Don't say yes.
Be YES.

8

EyeSystems
62

Absolute #7

- Apologize – Leads to Solutions



9

EyeSystems

62

Absolute #8

- Exceed expectations – Create a Lifetime Patient

10

EyeSystems

62

Absolute #9

- Give feedback to the patient
 - Prevents future problems – acknowledges value

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EyeSystems

62

Absolute #10

- Treat everyone on staff well
- Happy Team = Happy Patients
 - What do you do?
 - Money
 - Autonomy
 - Support
 - Development

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EyeSystems 62

As the world fights to figure everything out:

- I'll be holding doors for people
- Letting people cut in front of me in traffic
- Saying good morning
- Engaging with babies at the grocery store
- Spend a few minutes with someone who is lonely
- Tipping generously
- Waving at police
- Sharing food
- Be patient with sales clerks/wait staff
- Smiling at passersby
- Buying a stranger a cup of coffee
- Allowing older people the time it takes
- WHY?

choose
Kindness

13

EyeSystems 62

choose
Kindness

- Because I won't stand for a world where kindness is invisible. I don't want to be the person who ruins someone else's day.
- Please join me in showing consideration, understanding, kindness and judging a little less. Extend yourself to a friend, give grace to a stranger who is having a bad day, be forgiving of yourself.
- If you can't see kindness and consideration, be kindness and consideration.

14

EyeSystems 62

The Woodside Spirit Great People / Great Hotels

Since 1972, Woodside Hospitality Group has welcomed guests with genuine, gracious hospitality. Through the dedicated and coordinated efforts of many, we have provided the setting for countless special experiences. Embracing the independent and entrepreneurial spirit of our company's founding, we deliver service that is thoughtful and generous, hotels that are distinguished, and experiences that are authentically local. Our character is defined by the open-hearted attitude with which we approach our daily responsibilities.

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THIS IS THE WOODSIDE SPIRIT

Our Purpose

To enrich people's lives

We cultivate authentic experiences by providing locally-inspired hospitality that connects people and enriches their lives. We relentlessly pursue this purpose by honoring our four core values.

Our Values

These values embody our culture, spirit and approach to delivering unrivaled hospitality. They keep us aligned and guide our decisions and actions.

We have a welcoming spirit

We are passionate about making people feel special and creating memorable experiences.

We keep it real

Our independent spirit runs deep and our authentic personality shines through.

We make it right

We are responsive, accountable and empowered to deliver on our promises.

We care


We are compassionate, nurturing and respectful towards each other, our guests and our community.

16

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Conclusion

Which steps will you take?



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