



CUSTOMER-CENTERED
SERVICE DELIVERY

Training at a Glance
6 session training series

Session	Topics	Timing	Material(s) Needed
In-person Kick-Off Introduction to Customer-Centered Service Delivery	<ul style="list-style-type: none"> • Benefits of moving from process flow to a relationship flow • Understanding the customer's journey through the program • Customer journey mapping: the best route to high-quality customer experiences • Steps to creating a customer journey map 	6.5 hours (9:30-4:00)	<p>Persona worksheet (for slides #33-34)</p> <p>Hard copies to distribute and/or digital copies available to access</p> <p>Whiteboard, blank wall, or trifold display board for each group</p> <p>Several packages of large Post-it notes in 3 different colors, and several packages of small circle stickers in green, yellow, and red</p>
Webinar 1 Motivational Interviewing - Part 1	<ul style="list-style-type: none"> • Motivational Interviewing • Spirit of Motivational Interviewing • Motivational Interviewing coaching vs. paternalistic/authoritative coaching • Life goals vs. program goals • Change talk vs. sustain talk 	1.5 hours	<p>Cheat Sheet for Motivational Interviewing (use for preparation for the webinars and could be distributed to participants at the beginning and the end of the webinars – trainer's choice)</p> <p>Webinar 1 review questions</p>
Webinar 2 Motivational Interviewing - Part 2	<ul style="list-style-type: none"> • Open-ended questions <ul style="list-style-type: none"> • Rationale • Turning closed questions into open-ended questions • Giving affirmations <ul style="list-style-type: none"> • Definition and rationale • Praise v. affirmation 	1.5 hours	<p>Open-ended questions and Open-ended questions with space for response</p> <p>Webinar 2 review questions</p>
Webinar 3 Motivational Interviewing - Part 3	<ul style="list-style-type: none"> • Asking permission • Using reflective listening • Summarizing 	1.5 hours	Webinar 3 review questions
Webinar 4 Motivational Interviewing - Part 4	<ul style="list-style-type: none"> • Stages of change • Examples for each stage of change • Strategies for each stage of change 	1.5 hours	<p>Cheat Sheet for Motivational Interviewing (repeat handout if trainer distributed this during Webinar 1)</p> <p>Webinar 4 review questions</p>
In-Person Final Day Conclusion to Customer-Centered Service Delivery	<ul style="list-style-type: none"> • Motivational interviewing in action • Real Play • Desk guides • Re-engagement • Motivational interviewing skills in post-placement follow-up 	6.5 hours (9:30-4:00)	<p>Cheat Sheet for Motivational Interviewing</p> <p>MI Sort and Match Challenge (copied and cut into cards, 1 set per table)</p> <p>MI Sort and Match Answer Key</p> <p>Blank index cards (5 cards per pair) and markers list the following: Open-ended questions and Open-ended questions with space for response</p> <p>Building Core Capabilities Video and Handout-Connecting Important Research to Motivational Interviewing</p>