

A man in a dark suit and blue tie is shaking hands with a female scientist. The scientist is wearing a white lab coat over blue scrubs, safety glasses, and has her hair in a ponytail. They are in a laboratory setting with various equipment, including a computer monitor displaying a waveform, and lab benches with test tubes and containers. The text "CUSTOMER SERVICE FROM THE INSIDE OUT WORKBOOK" is overlaid in the upper right.

# CUSTOMER SERVICE FROM THE INSIDE OUT WORKBOOK

Jose Johnson

# Customer Service from the Inside Out

## The Mindset Behind Exceptional Support

Facilitated by Coach Jose Johnson

## Welcome

"Great service doesn't start with what you do — it starts with how you think." —

Coach Jose Johnson

Today's session will help you explore how mindset shapes communication, empathy, and effectiveness in every customer interaction.

## In this session, you'll:

- ✓ Strengthen your self-awareness and emotional regulation
- ✓ Learn to adapt communication styles to meet others' needs
- ✓ Develop tools for empathy and perspective-shifting
- ✓ Identify practical ways to improve your service impact

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## The Big Picture: Why Is This Important?

### The Parable of the Three Bricklayers

When asked what they were doing, three workers replied:

- 1 "I'm laying bricks."
- 2 "I'm building a wall."
- 3 "I'm building a cathedral."

Reflection: Which bricklayer are you most like on most days?

☐ Bricklayer 1   ☐ Bricklayer 2   ☐ Bricklayer 3

In your own words: What “cathedral” are you helping to build through your work?

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## Who Am I Helping?

### The Ripple Effect of Service

Every interaction you have — with colleagues, customers, or partners — sends ripples through the system.

Upstream: Who supports you?

Downstream: Who benefits from your work?

How might your actions today influence someone you'll never meet?

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## How Am I Helping?

### From Good to Great Service

Good Service follows the Golden Rule – treat others as you want to be treated.

Great Service follows the Platinum Rule – treat others as they want to be treated.

Reflection Prompt: Think about a recent customer interaction. How might it have changed if you had practiced the Platinum Rule?

## What Can I Do to Improve My Impact?

### The More or Less Exercise

Reflect on your habits and identify where you can create meaningful improvement.

Do More Of...

Do Less Of...

Reflection: Which 'less' habit creates the biggest drag on your energy or empathy? What's one small step you can take to change that?

### Mindset Tool: The 90-Second Reset

When stress hits: Pause. Breathe deeply. Let 90 seconds pass. Re-engage with clarity and calm.

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## When Am I Helping?

### Reactive vs. Proactive Mindset

Reactive Service: Waits for problems; fixes what's broken

Proactive Service: Anticipates needs; prevents breakdowns

Waits for problems; fixes what's broken

Anticipates needs; prevents breakdowns

## Integration: The Mindset Loop

Thoughts → Emotions → Actions → Results

You can't always control the situation — but you can always control the state you bring to it.

Reflection: What's one mindset shift that would make your communication more effective?

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## My Service Mindset Action Plan

Trigger Situation:

New Mindset Shift:

New Response:

My Commitment: One thing I'll practice this week to elevate my service mindset is:

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## Closing Reflection

"You're not just solving problems — you're building cathedrals."

What was your biggest takeaway from today's session?

## Follow-Up Challenge

Over the next week:

- 1 Use your 90-Second Reset once a day.
- 2 Apply one Platinum Rule adjustment in a customer conversation.
- 3 Share one “service ripple” story with your team.

“Excellence is not about doing more. It’s about being more intentional in what you do.” — Coach Jose Johnson